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Maple Farm Sanctuary Virtual Tour

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Maple Farm Sanctuary Virtual Tour

An Interactive Qualifying Project Report
Submitted to the Faculty
of the

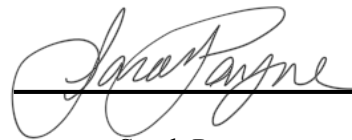
WORCESTER POLYTECHNIC INSTITUTE



In partial fulfillment of the requirements for the
Degree of Bachelor of Science
by



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Submitted to:

John Sanbonmatsu

Scott Barton

Abstract

The purpose of this project was to create a virtual tour for Maple Farm Sanctuary (MFS), a non-profit organization who provides care/shelter to abused/neglected farm animals. We worked with MFS leadership to produce a virtual tour with the most realistic representation of the sanctuary. The tour design and content was influenced by survey/focus group feedback as well as our research on other sanctuaries outreach efforts. An interactive map with videos and educational content was the final product.

Acknowledgements

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Executive Summary

Maple Farm Sanctuary, one of two farmed animal sanctuaries in Massachusetts and a strong supporter of veganism and the Farm Sanctuary Movement, rescues abused and neglected farm animals from the hands of those unable or unwilling to care for them. Farmed animal sanctuaries, like MFS, were formed in the late 1900s in order to provide refuge for these abused and neglected farm animals who would otherwise be sent to slaughter. Many sanctuaries, including these farmed animal sanctuaries, are nonprofit organizations, doing what they do solely for the need of the animals in their care, and such organizations need resources and recognition. A virtual tour could provide the much-needed awareness for Maple Farm Sanctuary to reach the public who cannot attend sanctuary tours, showcasing the need for farm sanctuaries to the public, and further helping these animals¹

With the rise in animal agriculture came an increased impact on the environment, human health, and the animals raised on factory farms.² The methods of treatment used on these farms to provide cheap and large quantities of meat for the public led to a larger following for animal rights and animal welfare activism in the 20th Century.³ With laws ensuring the protection of domestic animals, animal rights began gaining recognition, especially during time of the Women's Rights Movement.⁴ With the rise in activism for animal rights and welfare, came the establishment of People for the Ethical Treatment of Animals (PETA) in 1980, protesting every aspect of animal industries and gathering undercover footage of factory farms and federal research laboratories that shocked and outraged the public enough to make a difference, beginning the Farm Sanctuary Movement.⁵

Taking root in 1986 with the establishment of Farm Sanctuary (Watkins Glen, NY), there are now over seventy-three farm sanctuaries in the United States and thirty-three more around

¹ Jen Wyglinski and Cheri Ezell-Vandersluis. Interview. (2017).

² Dr. Jacky Turner, "Factory Farming and The Environment." (Compassion in World Farming Trust, 1999):26-39.

³ Tyler Cowen, "Market Failure for the Treatment of Animals." (Society, 2006): 39-44.

⁴ Laura Perdeu, *Animal Rights Movement*, (ABDO Publishing Company. 2014):18-25.

⁵ James M. Jasper and Dorothy Nelkin, *The Animal Rights Crusade* (Free Press. 1992): 225-232.

the world.⁶ Farm Sanctuary became a model for other sanctuaries to follow, known as the “refuge + advocacy” model, which is broken up into six categories: duty of care, support for species-typical flourishing, recognition of individuality, non-exploitation, non-perpetuation, and awareness and advocacy. To summarize, this model is based on providing a safe haven for abused animals while respecting them and allowing them to act in ways that are natural to their species (aside from procreation) without exploitation, still while educating the public on cruelties of factory farming. While many FASes around the world follow the refuge + advocacy model, some sanctuaries believe that model encourages the complete control of an animals’ lives, falling into the idea of a total institution, a term popularized by Erving Goffman associated with institutions in which individuals are cut off from society. The idea of this “refuge + advocacy” model falling into the category of a total institution lead to the formation of a newer model, the intentional community model, where the FAS is a place for animals to be free to choose their own way of life.⁷ The Micro-Sanctuary Movement was also formed as a result of the horrors in the animal agriculture industry, and although it has some opposition from larger sanctuaries, this movement was intended to encourage people without large plots of farmland to still be involved in rescuing farm animals.⁸

Maple Farm Sanctuary (MFS) is now a farm animal sanctuary that has made the transition from being a multigenerational dairy farm.⁹ The owners, Cheri and Jim, made the decision to become a sanctuary after years of goat farming and the realization of what happened to the kids once they left the farm. This led them down a path of non-violence and veganism with a mission to provide care and shelter for abused and abandoned farm animals. Currently MFS has over 50 volunteers, both working on-site and remotely, and over 100 animals. The MFS staff are committed to providing a healthy and safe environment filled with love for the animals they rescue and care for, from the time the sanctuary receives them to the time they naturally pass away.¹⁰ The owners continuously emphasized that MFS wants to encourage people through messages of compassion to donate, volunteer, and adopt veganism.

⁶ “Farm Animal Sanctuary Directory,” (Vegan.com). <https://www.vegan.com/farm-sanctuaries/>.

⁷ Steve Barakin, “Sociology: Understanding and Changing the Social World.” (Flat World Knowledge, Inc. 2011).

⁸ “Welcome to the Microsanctuary Movement” (2017). <http://www.microsanctuarymovement.org>.

⁹ Cheri Ezell-Vandersluis, “From Goat Farmer to Sanctuary Farmer” (SATYA Magazine, July).

¹⁰ Jenny Stein, *Peaceable Kingdom: The Journey Home* (Tribe of Heart, 2012).

The outreach efforts of MFS and other sanctuaries can be split into five categories: visitor engagement, community building, displacing myths, education, and social media. Visitor engagement encompasses a variety of activities with one common goal: to attract visitors to the sanctuary property so they can learn more about the sanctuary and the individual animal residents. Community building events are programs hosted by sanctuaries geared towards bring people together from the local community, and the vegan and sanctuary movements. These commonly consist of themed holiday events or potluck meals. Displacing myths consists of activities hosted by sanctuaries to encourage people to follow a vegan diet by showing them that vegan food can be nutritious and taste good. Many sanctuaries also offer educational opportunities to allow visitors to gain a better understanding of the sanctuary movement, vegan diets, intersectionality, or Federal Legislation regarding animal rights. Lastly, nearly all of these organizations today have a social media following, including MFS, consisting of Facebook, Instagram, Twitter, or blogs to keep their followers updated on the happenings at the sanctuary. Even with a strong social media presence, MFS still wished to reach a greater number of individuals.

MFS believes that a virtual tour is the best way to address their desire to reach more people because it provides a “more appealing and interactive” platform and simulates an existing location through videos, pictures, narration, text, and embedded links. This software would give virtual visitors the opportunity to view their property, learn about the animals and their mission, and learn more about volunteering and how to get involved.

Our goal was to provide a year-round tour experience for Maple Farm Sanctuary by creating a virtual tour that could easily be implemented on the MFS website. This was broken into three objectives: to determine the rhetorical strategy that fits the needs of MFS, to evaluate the media strategies for the best presentation of information, and to create the final virtual tour design with an understandable user interface.

To determine the rhetorical strategy that would best fit the needs of MFS, we took a tour of MFS during their tour season (April-November) to gather information on how they present the sanctuary and how visitors interact with the animals. We also analyzed the MFS website for focus, design, and organization to determine how to best integrate the virtual tour. After doing

this, we spoke with the co-owner of MFS and the volunteer communications manager to verify any information they may wish to include or omit from the virtual tour. In researching rhetorical strategies, we looked into the effects of graphic footages/images of factory farming as well as the philosophy of sympathy and empathy.

In the application of this rhetoric to our virtual tour, we broke it down by type of virtual tour and content that could be included. We evaluated four different formats of virtual tours: single video walk-around, virtual reality, 3D panoramic, and an interactive map. These were presented to MFS with a list of pros and cons for each. The types of videos and use of text that could be included in the virtual tour were evaluated based on what would best capture the attention of the viewer while still portraying the desired information.

Finally, based on the research and feedback from MFS, the software used for the creation of the virtual tour was evaluated using criteria including cost, efficiency and future maintenance, and creative freedom. For the capture and editing of videos, we evaluated the equipment and software available and made a decision based on what would provide us with the best footage while being user friendly.

We ultimately decided to present an interactive map style virtual tour based on the pros and cons list and feedback from MFS. After analysis of the MFS website, we found that it was lacking information on the horrors of animal agriculture, and thus decided to study the inclusion of graphic footage or optional links. The feedback from the conducted studies led us to omit the graphic footage and opt for hyperlinks to further educational websites. After going on a tour of the sanctuary, we chose to include video footage of the animals and their stories as well as volunteer interviews and drone footage of the back fields and nature preserve that visitors do not have access to. In terms of software used to create the interactive map and edit videos, we studied the pros and cons of each option and decided on Adobe Premiere and Adobe Muse to produce the best product we could. After conducting the survey and learning that many respondents had issues with the pop-up windows, the map key, and the format of multiple videos we created a close button, map labels, and a third option for the format of multiple videos before presenting these options to MFS.

After presenting this to MFS, we changed the presentation of multiple videos to include thumbnails and a short description, as well as keep the map key and close button. The integration of this virtual tour on the MFS website would increase website traffic and awareness of animal rights issues. The recommendations listed include future maintenance and upkeep, ideas for future inclusion of certain video footage, and further outreach possibilities.

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Chapter 1: Introduction

In 2011, a young goat was brought to a farm sanctuary, having been bought from auction for a mere \$25. His new owner, impulsively trying to save the small goat from slaughter, had little to no knowledge of how to care for him, and he was malnourished and severely ill.¹¹ Thankfully, the well-versed owners of Maple Farm Sanctuary, located in southern Massachusetts in the small town of Mendon, were able to nurse him back to health. Within a few days the baby goat was as healthy as he could be, but as most young goats are, still very boisterous and in need of constant care and attention. His owner decided to leave him in the loving hands of the sanctuary owners, Cheri and Jim, and the baby, Chivo, is now a healthy, happy, adult goat who cannot stand to be away from his “mother,” Cheri.¹²

Farmed animal sanctuaries were formed in the 1990s in order to provide refuge for abused and neglected farm animals who would otherwise be sent to slaughter, like in the case of Chivo, who would have surely been slaughtered if he had not been purchased at auction and brought to Maple Farm Sanctuary. These facilities provide a much needed home for many different animals from goats to pigs to llamas and many more, who have experienced the horrors of the animal agriculture industry and others (i.e. vivisection). However, because many sanctuaries, including farm sanctuaries, are nonprofit organizations, doing what they do solely for the need of the animals in their care, they need resources and recognition. With that they can reach more human and nonhuman animals alike to educate and continue to rescue and provide care.

In 2017, a MFS staff member contacted Worcester Polytechnic Institute and proposed that students develop a virtual tour for the sanctuary to increase public outreach. A virtual tour could provide awareness for Maple Farm Sanctuary to reach the public who cannot attend sanctuary tours. The sanctuary’s contribution to the animals will not go unnoticed, and hopefully the public will gain some knowledge about the horrors of animal industries enough to be

¹¹“Chivo.” (Maple Farm Sanctuary, n.d.) <http://www.maplefarmsanctuary.org/item/Chivo/300/c52>.

¹² Jen Wyglinski and Cheri Ezell-Vandersluis. Interview. (2017).

motivated to do something about it. Not only that, but a virtual tour may provide resources for people to learn more about the personalities of different animals and contributions of volunteers, as well as the strong interspecies bonds that nonhuman animals can form, without having to physically visit the sanctuary.

Chapter 2: Background & Literature Review

2.1 Factory Farming- What is the issue?

Billions of people around the world consume various animal products (meat, dairy, and eggs) on a daily basis. In order for the farming industry to continuously meet the demands of the population, they had to introduce a new form of farming in the early 1900s -- factory farming. Essentially, these factory farms are massive farms that house thousands of animals, all of which are raised for the sole purpose of human consumption. These farms operate under the pressure to provide the greatest number of the cheapest meat and dairy products. To accomplish this, certain measures are taken in order to reduce expenses for both farmers and consumers. These measures often reduce the quality of the farms in terms of environmental impact, health effects, as well as treatment of the animals.

In terms of major negative environmental impacts, these farms are producers of primary gases that are known to contribute to global warming. Harmful gases such as methane, carbon dioxide, phosphates, and nitrogen can be found in the tons of animal waste that is produced per day and nitrous oxide can be found in the masses of fertilizer (reaching 1,000 kg/hectare) on the fields used yearly. These gases often make their way into the environment through means of spills, air pollution, and water contamination. In addition to these gases, harmful undigested antibiotics can also be found in animal waste. The improper disposal of this waste often means that these antibiotics end up in nearby water sources, thus adding to water contamination. Furthermore, the creation and upkeep of a factory farm also has a negative impact on the environment, with the majority (>60%) of water supplies used for factory farm irrigation. Thousands of trees are cut down to make room for both the animals and the crops needed to feed them. Nearly 3/4 of all corn is grown for the purpose of producing animal feed.¹³

¹³ Dr. Jacky Turner, "Factory Farming and The Environment." (Compassion in World Farming Trust, 1999):26-39.

The animals raised on factory farms are pumped full of hormones and unnecessary antibiotics to assist in fast growth and prevention of disease; however, studies have shown these drugs may be harmful to humans. The consumption of growth hormones can increase the risk of certain cancers in those who consume animal products¹⁴. The use of antibiotics for non-therapeutic purposes leads to antibiotic resistant “super bacteria.”¹⁵ The consumption of meat products has become a higher risk to human health than ever before. With the increase in supply and decrease in cost, consumers are eating nearly 100% more meat and dairy than in the 1960s, with a positive linear correlation between year and per capita meat consumption,¹⁶ leading to an overall higher risk for heart disease, diabetes, and obesity.¹⁷

The treatment of the animals housed in these facilities is far worse than it is presented to the public, to the point where people are hired by animal rights organizations to gain access to factory farms in order to obtain undercover footage of the abuse that occurs. As Michael Pollan puts it, “how did we ever get to a point where we need investigative journalists to tell us where our food comes from and nutritionists to determine the dinner menu?”¹⁸ These animals are raised and killed while being continuously kept malnourished and in pain. Dairy cows are constantly kept gestational for their milk production and slaughtered when they can no longer produce an adequate amount. Their calves are taken from them immediately after birth to be slaughtered or kept alive and malnourished for a few short months to be used as veal meat. Broiler chickens and turkeys have been genetically modified to grow exceptionally large bodies, too large for their legs to support, and are slaughtered once they have reached an acceptable weight, usually within a few months of hatching. Gestational pigs are kept in crates so small; they can barely move and cannot turn around.¹⁹ Egg-laying hens are housed in barns by the thousands, with their beaks clipped. Once the fertilized eggs hatch, they are sorted by gender, with the females going on to replace old hens, and the males being crushed or suffocated.²⁰ Often times these farms will employ the cheapest, most efficient methods of slaughter, which involves a shot to the head, that is sometimes not fatal, and slitting the throat to bleed the animal out. Some animals are burned

¹⁴ Evelyn B. Pluhar, “Meat and Morality: Alternatives to Factory Farming.” (Journal of Agricultural and Environmental Ethics, 2010).

¹⁵ Kammerle Schneider and Laurie Garrett, “Non-therapeutic Use of Antibiotics in Animal Agriculture.” (CGD, 2009).

¹⁶ Carrie Daniel, Amanda Cross, Corinna Koebnick, and Rashmi Sinha, “Trends in Meat Consumption,” (Public Health Nutrition, 2009): 575-83.

¹⁷ “Becoming a Vegetarian.” (Harvard Health Publishing, 2009).

¹⁸ Michael Pollan, *The Omnivore’s Dilemma*. (The Penguin Press, 2006).

¹⁹ Tyler Cowen, “Market Failure for the Treatment of Animals.” (Society, 2006): 39-44.

²⁰ Bruce Friedrich and Cem Akin, *Meet Your Meat*, (PETA, 2002). <https://www.peta.org/videos/meet-your-meat/>.

alive to make skin easier to remove; most are strung upside down by their hind legs to bleed out faster. These methods of treatment and killing may be cost efficient and quick, but they are not humane, and these excuses allow factory farms to avoid accountability for their actions towards the environment, human health, and most notably the animals. For this reason and many others, the animal rights movement began gaining recognition, participation, and support.

2.2 The Animal Rights Movement

With the introduction of anti-cruelty bills and the Society for the Prevention of Cruelty to Animals (SPCA) in 19th Century England, and the United States following suit over forty years later with the ASPCA in New York, the fight for animal rights began influencing the public; however, this movement did not truly gain in popularity until years later in the 1960s, and even then was mainly focused on the protection of domesticated animals such as cats or dogs.²¹

The growth in medical science research in the 20th century brought an increase in the use of laboratory animals²². The anti-vivisection movement began gaining a more serious following; however, the protection of house pets still took precedence over farm animals. Women during the fight for women's rights became the major advocates for animal protection in the 1920s and contributed greatly to the growth of humane organizations in the United States.²³ By the US entry into World War II, there were many other humane societies established throughout the country including the Society for Animal Protective Legislation, passing the first Humane Slaughter Act in 1958. Within the next twenty years came federal legislation protecting laboratory animals, endangered species, and marine mammals.²⁴

In 1975, Peter Singer published a book entitled *Animal Liberation*, in which he introduced the utilitarian theory and argued against speciesism and for the equal moral consideration of all beings (refer to Appendix B.) This book was one of the many inspirations for the establishment of a large and well-known organization, People for the Ethical Treatment of Animals (PETA), and eventually led them to published their own "Guide to Animal Rights." PETA protested nearly every aspect of animal agriculture, research, and any other use of animals

²¹ David Walls, "Animal Rights Movement" (Sonoma State University. 2015).

²² Nuno Henrique Franco, "Animal Experiments in Biomedical Research." (Animals, 2013).

²³ Laura Perdew, *Animal Rights Movement*. (ABDO Publishing Company. 2014):18-25.

²⁴ C. Traïni, "Animal Rights Movement." (The Wiley-Blackwell Encyclopedia of Social and Political Movements. 2013).

they considered inhumane. Seeking to expose the secrets of what went on in federal research laboratories and factory farms, members of PETA would work “undercover” at these facilities to obtain incriminating and overwhelming footage of the abuse. These images were presented to police and the public to create shock and outrage and to encourage the growth of the movement.²⁵ This did indeed spark a new following for the Animal Rights Movement, especially with the documentation of animal abuse on factory farms, and as a result, sanctuaries for these animals began popping up throughout the world, thus kickstarting the Farm Sanctuary Movement.

2.3 The Farm Sanctuary Movement

The number of Farmed Animal Sanctuaries (FASes) is rapidly growing. Currently there are over seventy-three different sanctuaries in the United States and over thirty-three other sanctuaries around the globe.²⁶ This movement originally took root in 1986, with Farm Sanctuary, located in Watkins Glen, NY. Farm Sanctuary was created shortly after President and Co-Founder, Gene Baur, investigated the local Lancaster Stockyards to learn more about the agriculture industry. During his investigation, Baur came across a “downed” sheep that had been discarded like trash onto a pile of dead animal carcasses. He couldn’t believe that a living sheep was purposefully left to die, and from that moment on, Gene Baur “knew [he] had to do something to stop the terrible mistreatment of animals on factory farms.”²⁷ Farm Sanctuary became his answer. The sanctuary was founded with a mission to “protect farm animals from cruelty, inspire change in the way society views and treats farm animals, and promote compassionate vegan living.”²⁸ Due to their success in accomplishing this mission, Farm Sanctuary became a model for FASes, commonly known as the “refuge + advocacy” model.

The “refuge + advocacy” model is explained by Sue Donaldson and Will Kymlicka in their paper “Farmed Animal Sanctuaries: The Heart of the Movement?”²⁹ According to Donaldson and Kymlicka, the first priority of FASes following this model is to provide a “forever” home for animals rescued from the meat, dairy, and egg industries. Though these

²⁵ James M. Jasper and Dorothy Nelkin, *The Animal Rights Crusade*, (Free Press. 1992): 225-232.

²⁶ “Farm Animal Sanctuary Directory,” (Vegan.com). <https://www.vegan.com/farm-sanctuaries/>.

²⁷ “Day 154,” (Cruelty Free World, May 29, 2012). <https://crueltyfreeeating.com/2012/05/29/day-154-hilda-and-farm-sanctuary/>.

²⁸ “About Farm Sanctuary,” (Farm Sanctuary). <https://www.farmsanctuary.org/about-us/>.

²⁹ Will Kymlicka and Sue Donaldson, “Farmed Animal Sanctuaries,” (Politics and Animals, 2015).

forever homes typically look like an “idealized traditional family farm”, the treatment of animals is vastly different. These farm sanctuaries, for the most part, honor the same values and ideals, which can be summarized by Donaldson and Kimlicka’s six key commitments.³⁰ *Duty of care* is the promise to provide a safe environment where animals previously abused in the agriculture industry, can heal, both physically and mentally. *Support for species-typical flourishing* is the commitment that the sanctuary will give animal residents land where they can partake in activities and experience behaviors that are natural for their species. *Recognition of individuality* is the acknowledgement that not all animal residents are the same, just as not all humans are the same. Each animal resident will be treated as an individual, with their own personalities and needs. *Non-exploitation* aims to cease the use of animals in aiding commercial or private businesses. *Non-perpetuation* is the prevention of animals from breeding. Finally, the last commitment is *awareness and advocacy*. The majority of FASes in the United States are public sanctuaries, meaning that “in conjunction with their rescue work, they maintain a public profile.” It is through this public profile that FASes meet the goal of *awareness and advocacy*. The approaches will vary by sanctuary, but many FASes are active on social media, offer tours of the sanctuary property with the opportunity to meet the animal residents, and hold educational events with the goal of opening the public’s eye to the reality of animal treatment on factory farms.

While many FASes around the world follow the “refuge + advocacy” model, some sanctuaries believe this model encourages the complete control of an animal’s life and strips them of their individual personalities and identities,³¹ which is defined as a *total institution*, or a place of total control and resocialization, a term commonly associated with mental institutions and Nazi concentration camps. The way animals are contained and interactions between species are a few aspects of the “refuge + advocacy” model that are commonly accused of representing a total institution. These beliefs have led to the formation of an alternative model: the *intentional community*. In the intentional community model, FASes are seen as an “ongoing [community] of members, rather than [a space] of temporary humanitarian refuge.”³² This means that the sanctuaries allow each individual animal of the community to choose their own way of life, and

³⁰ Kymlicka and Donaldson, 2015.

³¹ Steve Barakin, “Sociology: Understanding and Changing the Social World.” (Flat World Knowledge, Inc. 2011).

³² Will Kymlicka and Sue Donaldson, “Farmed Animal Sanctuaries,” (Politics and Animals, 2015).

they do not subject the animals to treatment based on what humans have decided is “normal” species behavior (i.e. goats only interact with goats, pigs have to only eat grains, etc.). Expanding on the importance of a strong community, sanctuaries following the intentional community model also believe it should be normal practice to include all individuals (human and non-human residents) in any decision making. Sanctuaries may accomplish this by presenting decisions in a gathering area (i.e. a barn) of all animal residents. Though the animal residents can not actually engage in a discussion with their human caretakers, some consider this to be the best way to include as many individuals as possible in the decision making process.

One well-known sanctuary who strives to practice the previously mentioned intentional community beliefs is VINE Sanctuary (Springfield, VT). Founded by patrice jones and Miriam Jones in 2000 after an injured chicken was discovered in a ditch close to their property in rural Maryland, VINE originally began as Eastern Shore Chicken Sanctuary.³³ After close to ten years and an accumulation of variety of different animal species, the sanctuary expanded to become the Eastern Shore Sanctuary & Education Center and, following a relocation to Vermont, the name changed again to VINE Sanctuary. One of their very influential practices is Rooster Rehabilitation, dedicated to the recovery of roosters formerly used in cockfighting. Patrice and Miriam Jones are also outspoken in their belief that speciesism is interconnected with several other structures of oppression including racism, homophobia, ecocide, and sexism. They believe that these connections further emphasize why the Sanctuary Movement is so important with the idea that this oppression of animals stems from the oppression of women, people of color, those of different sexual orientations, and the oppression of the environment as well.³⁴ This is similar to the views of Carol Adams in her book *The Sexual Politics of Meat*, where she details how the oppression of women can be directly correlated to the oppression of animals.³⁵ Additionally, patrice jones has written the book, *The Oxen at the Intersection*, to detail VINE Sanctuary’s beliefs and involvement in the fate of two oxen at Green Mountain College during the 2012/2013 school year.

³³ “About Us,” (Vine Sanctuary, 2010).<http://vine.bravebirds.org/about-us/>.

³⁴ Claudette Vaughan, “patrice jones -- Feminist Fusion,” (Animal Liberation Front).
<http://www.animalliberationfront.com/ALFront/Interviews/PATRICE%20JONES%20-%20FEMINIST%20FUSION.htm>.

³⁵ Carol Adams, *The Sexual Politics of Meat*. (Bloomsbury Publishing, 1990): 26-43.

The sanctuary movement is not limited to just one type of FAS. For example, Rosemary and Justin Van Kleeck kicked off the Micro-Sanctuary Movement when they created Triangle Chance for All Micro-Sanctuary outside Chapel Hill, NC.³⁶ A micro-sanctuary, as stated by Justin Van Kleeck in a 2015 interview, is defined as a location “that is home to rescued animals and emphasizes their health and happiness.”³⁷ The Micro-Sanctuary movement is intended to encourage those without large plots of farmland to help rescue animals that would otherwise be slaughtered, neglected, or abused by the animal agriculture industry. As Van Kleeck further explains, he and his partner believe that “[the word] ‘sanctuary’ is not just about quantities - number of acres, staff, or funds raised - but about an attitude of respect and non-exploitation.”⁹

For a movement that is large and is still continuing to grow, there are plenty of differences from sanctuary to sanctuary. Unfortunately, the various differences in beliefs and operations have led to tension between organizations. For example, leadership at Woodstock Animal Sanctuary has some opposition to the new smaller sanctuaries and the micro-sanctuary movement in general. They recognize that these organizations are well-intentioned; however, they are concerned that these sanctuaries do not have enough knowledge and resources to run properly and provide a safe environment for the animals. Another concern is money. As the new sanctuaries and micro-sanctuaries are asking for monetary donations, they are potentially harming larger, well-established sanctuaries, who now have to share their funding.³⁸

2.4 What is Maple Farm Sanctuary?

Maple Farm Sanctuary (MFS) is an farm animal sanctuary founded in 1997, that was, for three generations, a dairy farm. The owners, Cheri and Jim, who spent his childhood on the farm, began as a cow and goat dairy farm producing dairy products and eventually transitioned more into the dairy goat business once they were married. While farming dairy goats, the question of “what do they do with the kids?” arose, and in order to maintain financial stability, they had to sell them to those they knew would use them for meat.³⁹ After many years in the dairy industry,

³⁶ “Welcome to the Microsanctuary Movement.” (2017). <http://www.microsanctuarymovement.org>.

³⁷ Ali Seiter, “Interview with Justin Van Kleeck” (Chickpeas and Change, 2015). <https://chickpeasandchange.wordpress.com/2015/02/16/interview-with-justin-van-kleeck-of-triangle-chance-for-all-microsanctuary/>.

³⁸ “Anonymous interview,” (2017).

³⁹ Cheri Ezell-Vandersluis, “From Goat Farmer to Sanctuary Farmer” (SATYA Magazine, July).

Cheri and Jim had a change of heart. They knew this was not the right path for them, and instead decided to get out of the farming business altogether to become a sanctuary, and thus began their journey to non-violence and veganism. They looked to other sanctuaries for guidance and assistance, turning to one called OohMahNee (Hunker, PA), which has since shut down, to take in half of their herd while they got their affairs in order for the transition. Once they got themselves settled, many of their animals returned, and since then, they have rescued and cared for over one hundred animals in their twenty years as a sanctuary.

The Sanctuary's mission is to provide care and shelter for abused and abandoned farm animals while participating in the vegan and non-violent movement.⁴⁰ Their goal is to educate the public on the "behind the scenes" horrors of the farming industry and the abuse that occurs by sharing the animals' histories, as well as encourage others to treat humans and non-humans with equal respect and compassion. They are committed to providing a healthy and safe environment filled with love for the animals they take in and care for, from the time the sanctuary receives them to the time they naturally pass away.

Care varies by animal, for example the elderly animals receive special meals that cater to their inability to chew properly, while the babies receive supplemental nutrients and care to help them develop. The MFS operation today consists of early morning feedings of every animal, cleanings and refilling of watering troughs before lunch, and any other chores that can be done before lunch time for Cheri and Jim. The elderly or injured animals are checked in on several times throughout the day. After lunch is generally when clerical work for the sanctuary is completed and any new projects or chores that come up are tended to. Volunteers come throughout the week to help clean out the barns and organize produce.

Since MFS is a non-profit organization, every member of staff is a volunteer, consisting of tour guides and assistants, barn volunteers, photographers/videographers, professional, and project-based volunteers. Currently MFS has over 50 volunteers, and over 100 animals, rescuing 31 just this year. The owners of Maple Farm Sanctuary, Cheri and Jim, are strong supporters of veganism and the ethical treatment of animals, having experienced the farming industry from the opposing side. They hope to reach a larger number of people to spread their mission through

⁴⁰Jenny Stein, *Peaceable Kingdom: The Journey Home*, (Tribe of Heart, 2012).

greater public outreach, either with more educational events or a stronger online presence. As a means to accomplish this, a sanctuary representative proposed the idea of a virtual tour to be implemented on the MFS website.

2.5 Outreach Efforts of Other Sanctuaries and MFS

In order to contrast the extent of current outreach efforts of Maple Farm Sanctuary with other sanctuaries, this section goes into detail about the different activities and educational opportunities sanctuaries offer. We also wanted to pinpoint specific areas for improvement for MFS, and the best ways to inform and get people involved. By doing so, we hope to show that MFS could be doing more community outreach. For the purpose of this paper, the different outreach programs have been divided into five different categories: visitor engagement, community building, displacing myths, education, and social media.

Visitor engagement programs seek to attract visitors to the sanctuary property so that they can learn more about the sanctuary and the individual animal residents. For many “refuge + advocacy” sanctuaries, including Farm Sanctuary, Woodstock Farm Sanctuary (High Falls, NY), Leilani Farm Sanctuary (Haiku, HI), Winslow Farm Animal Sanctuary (Norton, MA) and MFS, this goal is accomplished by offering sanctuary tours. Tour details vary by location, but for MFS specifically, they try to offer public tours every weekend from mid-May to late November, depending on weather conditions.

In addition to the traditional public tours, some sanctuaries also offer more intimate experiences. For example, once a month Winslow Farm Sanctuary offers a private tour opportunity in conjunction with a pet photography company. During this event, not only do participants get exclusive access and information about the animals, but they also receive useful tips and tricks for capturing animal pictures.⁴¹ Uplands Peak (Salem, IN) and Catskill (Saugerties, NY) offer an overnight stay. For Uplands Peak Sanctuary, this consists of an on-site cabin for an “eco-friendly glabin (glamping [‘glamorous camping’]+cabin)” experience.⁴² As for Catskill Sanctuary, they offer the more luxurious experience of “The Homestead,” which

⁴¹“Photo Tour.” (Facebook). <https://www.facebook.com/winslowsanctuary/>.

⁴²“Jelly Glabin - Overnight Stay.” (Uplands Peak) <http://uplandspeaksanctuary.org/cabin-stay/>.

includes a seasonal vegan breakfast and exclusive tour rates and opportunities.⁴³ No two overnight stays are the same, but they all provide visitors the opportunity to experience the sanctuary from a different perspective.

While “refuge + advocacy” sanctuaries usually offer on-site opportunities for visitor engagement, the intentional community sanctuaries typically avoid such events. For VINE Sanctuary in particular, the staff believe such public tours and events treat the animal residents like an “entertainment spectacle.”⁴⁴ For this reason, on-site visits are typically limited to volunteer clean-up days and small, private tours that are scheduled upon request.

Most sanctuaries provide **community building** events, which are programs geared towards bringing people together from the sanctuary and vegan movements, as well as the local community. One way that sanctuaries go about achieving this goal, is to tailor opportunities to the children. Winslow Farm Animal Sanctuary hosts an annual “Octoberfest” during the Halloween season. This event includes haunted trails and halloween egg “haunts” throughout the property, as well as halloween themed movies and activities. In addition, once the spring season comes around, Winslow Farm offers an Easter egg hunt in their “nature area” where kids are allowed to collect eggs and receive a candy bag.⁴⁵ Both of these events are aimed at introducing children to the sanctuary community while having fun. VINE Sanctuary also offers an event for young children called “pasture pals,” which is aimed more at education and awareness. The emphasis of the event is on learning about “animal intellect and emotions, empathy and relationship building”⁴⁶ rather than conventional children's’ activities.

A popular opportunity for community building is through potluck meals. VINE and Kindred Spirits (Ocala, FL), are just a few of the sanctuaries that host regular vegan potluck dinners.⁴⁷ In addition, many sanctuaries also host a Thanksgiving dinner that corresponds with a turkey appreciation event. For Farm Sanctuary, this event is called “The Celebration of the Turkeys” and is hosted by individual Farm Sanctuary locations. During the event, guests have the opportunity to enjoy open sanctuary time, witness the “Feeding of the Turkeys Ceremony” and indulge in a vegan Thanksgiving feast. Farm Sanctuary hosts this event to give thanks to all

⁴³“Stay at the Homestead.” (Catskill Animal Sanctuary).<https://casanctuary.org/getinvolved/programs/homestead/>.

⁴⁴“Vine Sanctuary Outreach Style.” (Email, 2017).

⁴⁵“Events & News.” (Winslow Farm Animal Sanctuary). <http://winslowfarm.com/events.html>.

⁴⁶“VINE Sanctuary - Home,”(VINE). <http://vine.bravebirds.org>.

⁴⁷“Kindred Spirits Sanctuary | Potluck.” (Kindred Spirits Sanctuary). <http://www.kindredspiritsnm.org/new-page/>.

the animals that they have rescued and encourage people to start new Thanksgiving traditions.⁴⁸ Similarly, MFS holds a vegan Thanksgiving potluck to celebrate the traditional holiday as well as their turkey, Gwendelyn. The day consists of vegan food, raffles and tours of the sanctuary.⁴⁹

There are also plenty of **displacing myths activities** that sanctuaries host as a way to further encourage people to follow a vegan diet. One of these events is the Plant Powered Run, hosted annually by Farm Sanctuary. These runs are held in major cities from coast to coast and are intended to demonstrate that people don't need to consume animal products in order to live a healthy, strong, and athletic life. By showing that a plant-based diet can provide the nutrients needed to fuel high level athletic performance, Farm Sanctuary hopes to encourage more and more people to rethink their diet.⁵⁰ Catskill Animal Sanctuary invites the public to come to cooking classes with a professional chef at least once per month. During these classes, the chef provides guidance on how to cook simple and delicious vegan meals. By providing this, Catskill Animal Sanctuary hopes to prove that eating an organic, plant-based diet can taste just as good and be just as easy as eating animal products.⁵¹

Most sanctuaries provide additional resources to further the visitors' **education** on farmed animal sanctuaries, factory farming, and veganism. For most sanctuaries, this information is located on their website. MFS provides links to vegan dining/shopping locations nearby. VINE Sanctuary provides material on various different sociopolitical movements, such as sexism and racism, as well as various ways the public can help. Farm Sanctuary has information on state and federal legislation as well as how the public can get involved in the movement, and Leilani Farm Sanctuary has information on vegan recipes and humane animal treatment.

Finally, there is the **social media** aspect to farmed animal sanctuaries. A lot of sanctuaries send out newsletters to inform the public about animal ethics, updates on their animals and their farms, or events they may have going on soon. MFS and Farm Sanctuary, as well as many others, including Ironwood Pig Sanctuary (Marana, AZ),⁵² offer newsletters and "enews." MFS has a large online social media presence, similar to other, larger sanctuaries (i.e. Farm Sanctuary). To date, MFS reaches close to 5,000 people via instagram and close to 29,000

⁴⁸ "New York Celebration for the Turkeys 2017." (Farm Sanctuary). <https://www.farmsanctuary.org/events/celebration-for-the-turkeys/>.

⁴⁹ "Recent News." (Maple Farm Sanctuary). http://www.maplefarmsanctuary.org/category/News_Events/c32.

⁵⁰ "Fueled by Passion, Powered by Plants." (Plant Powered Run).http://action.farmsanctuary.org/site/TR?fr_id=1030&pg=entry.

⁵¹ "Cooking Classes." (Catskill Animal Sanctuary). <https://casanctuary.org/compassionate-cuisine/>.

⁵² Mary Shanz, "Ironwood Pig Sanctuary Newsletter." (July 2017). http://www.ironwoodpigs.org/news/07_17_news.pdf.

people through their Facebook page, which makes MFS the 6th most-liked animal sanctuary page on Facebook. This is impressive because the top five consist of much larger sanctuaries with much larger staff numbers.⁵³ Based on their social media presence alone, Farm Sanctuary, a significantly larger sanctuary in terms of land mass and fame, can reach around 578,000 people on facebook⁵⁴ and 256k followers on instagram⁵⁵. VINE, with close to 12k likes on facebook, also has a strong social media presence. VINE and Farm Sanctuary also have blog sites, where you can learn more personal stories about the animals and how to cook with vegan ingredients.⁵⁶

2.6 The Virtual Tour Concept

While Maple Farm Sanctuary (MFS) currently has a strong social media presence and a few community outreach programs, they want to reach even more people. This is why Jennifer Wyglinski, a MFS representative, contacted Worcester Polytechnic Institute (WPI) in Fall 2016 about the possibility of making a virtual tour for their website. Through a virtual tour, MFS hopes to share their on-site tour experience year round and introduce those who may not be able to make it to the sanctuary in person, to the beliefs and actions of the farm sanctuary movement. MFS believes that a virtual tour is the best way to address this desire because it provides an “appealing and interactive” platform and simulates an existing location through videos, pictures, narration, text, and embedded links.

In addition to showcasing their property, residents, and mission, MFS also hopes that the virtual tour will raise more awareness of the sanctuary movement, showcase their strengths and attract more supporters, volunteers, and donations. To achieve all of this, MFS wants all the information and footage presented in the virtual tour to be consistent with their current public appearance and methods, spreading messages of compassion and highlighting the love for animals that drives the volunteers of the sanctuary.

⁵³Jennifer Wyglinski, “Shaping the Future of Maple Farm Sanctuary” (2017).

⁵⁴“Farm Sanctuary - Community.” (Facebook). https://www.facebook.com/pg/farmsanctuary/community/?ref=page_internal.

⁵⁵“Farm Sanctuary (@farmsanctuary) • Instagram Photos and Videos.” (Instagram). <https://www.instagram.com/farmsanctuary/?hl=en>.

⁵⁶“VINE Sanctuary Blog.” (VINE). <http://blog.bravebirds.org>.

Chapter 3: Methodology

The goal of this project was to provide a year-round tour experience for Maple Farm Sanctuary by creating a virtual tour that could easily be implemented on their website. Maple Farm Sanctuary also hoped to increase donations and volunteers so it can better provide for the animals and care for their property. The final project was a completed virtual tour that was guided by the following objectives:

Objective 1: To determine the rhetorical strategy that best fits the wishes of MFS

Objective 2: To determine the media forms that will best present the desired information and rhetorical strategy

Objective 3: To create a virtual tour that presents the rhetorical strategy and media forms in an understandable user interface.

3.1 Objective I: To determine the rhetorical strategy that fits the needs of MFS

Before creating the virtual tour that was going to represent MFS, it was important to understand how MFS leadership wished to portray their sanctuary and if this was an effective means to encourage the ethical treatment of farm animals. In order to do this, we attended one of the regularly scheduled tours at MFS, assessed the current website of MFS, conducted an informal interview with both the co-owner and volunteer communications manager of MFS, and researched the effectiveness of two rhetorical strategies commonly used in animal activism.

During our tour on June 17, 2017 we focused on key details including where MFS allowed outside visitors access to, which animals were highlighted on the tour, and how visitors were allowed to interact with the animals. These aspects were important because we needed to know what areas of the sanctuary should be the main focus in the virtual tour. In addition, if the tour guide mentioned areas of the sanctuary that weren't accessible to visitors, we felt it might be

good to have those areas also included in the virtual tour. We also needed to know which animals were most popular with tours at the sanctuary and which had the most compelling backgrounds in order to present a virtual tour that had the most impact on viewers. Everything we experienced would help us create a virtual tour that was as similar to the in-person tours as possible.

We also conducted an in-depth analysis of the MFS website. Because the final virtual tour would be integrated into the site, we needed to gain an understanding of the overall “feel” of the website and the way that MFS presents information. In our analysis, we focused on all aspects of the website, including design and available information. We concentrated on what messages were conveyed, how they were conveyed, which aspects of the site drew the attention of the user, where the menus were and how they were represented.

After we completed our independent research of MFS, we conducted an informal interview with the co-owner (Cheri Ezell-Vandersluis) and volunteer communications manager (Jennifer Wyglinski) of MFS. The purpose of the interview was for us. Our goals were to verify our understanding of the rhetorical strategy that MFS utilizes as well as gain additional information that MFS may want to include in the virtual tour. Some of the questions asked during the interview addressed how MFS wished to present information to the public, either using messages of compassion or graphic images of factory farming. Others addressed how MFS wished to design the virtual tour and include it on to their website (see the full list of interview questions in Appendix C).

Once we had a clear understanding of what exactly MFS wanted, we researched the effectiveness of their specific rhetorical strategy, along with that of another common strategy. These rhetorical strategies included compassionate messaging (i.e. focusing on happy ending stories and building connections) and “shock advocacy,” which utilizes graphic footage of the horrors of factory farming.

In order to learn more about the effects of “shock advocacy,” we read “The Credibility of Shock Advocacy: Animal Rights Attack Messages.”⁵⁷ It was a promising research summary detailing the results of an experiment that determined how graphic footage impacted both factory farms and the organization that distributed it. As for research into compassionate messaging,

⁵⁷ Joseph N. Scudder and Carol Bishop Mills, “The Credibility of Shock Advocacy.” (Public Relations Review, 2009): 162-4.

animal rights advocate Karen Davis, recommended we read *Striking at the Roots: A Practical Guide to Animal Activism*⁵⁸ by Mark Hawthorne. This book discussed the various forms of presentation of animal activism. In addition, we also read the article “Feminism and the Treatment of Animals: From Care to Dialogue⁵⁹” by Josephine Donovan.

3.2 Objective II: To determine the media forms that will best present the desired information and rhetorical strategy

In order to evaluate the different available media formats for the presentation of information, we broke the process into three parts. Initially, we investigated different ways to create a virtual tour. We then looked into the various types of video footage that could be compatible in each tour option. Lastly, we investigated where the addition of text would be beneficial.

The first phase required us to search the internet for examples of how various sanctuaries and companies/organizations format their own virtual tours. For sanctuaries, we looked at specifically at Farm Sanctuary and for other companies/organization we looked mostly at universities and parks (i.e SeaWorld). After we found a sufficient amount of examples, we separated the virtual tours into the following four categories:

1. **Single Video Walk-Around Tour:** This consisted of any type of virtual tour that was either a continuous video with the camera following a speaker around the area or a video with various different shots and a voice-over.
2. **360-degree Video Tour:** This consisted of any type of virtual tour where the footage was captured on a 360-degree camera, meaning there was a 360° panoramic video.
3. **3D Panoramic Tour:** This consisted of any type of virtual tour where a series of panoramic images were linked together with “hotspots.” The “hotspots” allowed the viewer to navigate between areas.

⁵⁸ Mark Hawthorne, “Striking at the Roots.” (O-Books, 1998).

⁵⁹ Josephine Donovan, “Feminism and the Treatment of Animals.” (Signs, 2006): 305-29.

4. **Interactive Map:** This consisted of any type of virtual tour where there was a background image (floor plan, birds-eye view, etc.) that had various “hotspots.” When the “hotspots” were selected, a pop-up window would appear and provide additional information.

Once we had divided the different virtual tours into these four categories, we created a pros and cons list (appendix D) for each option. We focused our pros and cons on the complexity of creation, interactive qualities, and viewer retention. Following this, we met with representatives from MFS to discuss the options and get their input.

We also determined which types of videos should be included on the virtual tour in order to best present the information desired by MFS (animal stories, volunteer stories, etc.). Based on the video formats that each of the aforementioned virtual tour options could accommodate, we looked into the following different video options:

1. **Graphic Footage:** Footage that depicts the true horrors of how animals are treated on factory farms. This would include real undercover footage taken on factory farms or clips from films like *Meet your Meat* and *Earthlings*.
2. **Interview Style:** Footage that focuses on a single person and their story and unique opinions. This would be similar to the interview excerpts of various members of the farm sanctuary movement on the *Moments of Truth Project* website.
3. **Animal Stories:** Footage that focuses on an individual animal’s story and unique personality. This would be similar to the animal stories that Farm Sanctuary has posted on their blog site over the years.
4. **Drone Footage:** Footage that is captured with a drone, which is typically in the form of aerial footage. This would be similar Woodstock Sanctuary’s video that showcases their new property
5. **360-degree Footage:** Footage that is taken with a 360-degree camera, allowing viewers to experience all angles of an area and providing an interactive quality. This would be similar to the virtual tour that Farm Sanctuary has posted on their blog website.

For each video, we focused on how it was structured (i.e flow of ideas, organization of footage), the type of information that it provided, and the different design elements that were included. Based on these observations, we were able to determine which video formats could effectively communicate the information that both we, and MFS wanted to communicate. Depending on the virtual tour format chosen, it was a possibility to incorporate more than just one video style.

In addition to using videos in the virtual tour, there were other supplemental aspects like text, hyperlinks or pictures, that could be added. In order to determine what would work best in our virtual tour, we went back to the examples that we had previously looked at, this time focusing on how each of these aspects were used. For example, we noted the use of text in titles, directions, summaries, and the individual videos. We analyzed where text was used and for what purpose (i.e. a simple introduction or a detailed description). We also looked at to what degree it provided additional information or reiterated something that was previously mentioned. Similarly, we repeated this with the use of pictures and hyperlinks. For pictures, we wanted to know what context they were used in, and for hyperlinks, we wanted to know if they were linked to something owned by the same organization or if it linked to a third party site.

3.3 Objective III: To create a virtual tour that presents the rhetorical strategy and media forms in an understandable user interface.

Once we had plans for both the persuasive technique and the forms of media that were to be used, we began constructing the final virtual tour. We made a decision on which software/program to use for the creation of the virtual tour and planned how we were going to capture and edit all of the desired footage. Once that was added to the virtual tour, we added supplemental text, hyperlinks, and pictures where they would provide additional resources, and reiterate the most important information for the user. After we had a working plan and had made notable progress, we conducted a survey and informal focus group in order to receive feedback that would better the project. Finally, we presented the virtual tour to MFS to get additional feedback to satisfy MFS to the best of our ability.

Based on the research conducted and the feedback received from Maple Farm Sanctuary, we made a decision on the type of virtual tour that would best fit the needs of MFS. Once a decision was made, we determined the available options for creating a of virtual tour. We then evaluated each option so we could understand how the options fared in the following areas:

- **Cost:** MFS is a non-profit organization and all the money they recieve goes straight to the animals. For this reason, the cost needs to very minimal or nothing at all.
- **Ability to be embedded in a website:** MFS wants the virtual tour easily accessible for their followers. Thus, the final virtual tour must be able to be posted on their website.
- **Longevity:** The virtual tour should be on the MFS website for a long time. Due to this we need a reliable program/software so that there is no risk of anything happening to the virtual tour.
- **Creative Freedom:** There is a wide variety of information and footage that MFS would like featured in the virtual tour. Due to this, the software/program chosen to create the virtual tour must be able to meet these demands.
- **Future Maintenance:** We will not be doing the continuous upkeep of the virtual tour. For that reason, the virtual tour chosen must be easy to maintain so that MFS can do it by themselves.

Once we had a clear understanding of what the different softwares/programs could provide, we chose the option that we believed would produced the best possible virtual tour for MFS. We presented our decision to MFS in order to receive any feedback or concerns and get the approval on the design.

We then determined what kind of footage we needed to capture and what kind of equipment we needed based on the type of video styles we decided would work best in the virtual tour. The first time we collected footage, we filmed the scene, using either a Sony HDR-500V Hard Drive Camera or a Ricoh Theta 360-degree Digital Camera, and collected the audio (captured with a Bluetooth microphone) that we had pre-planned (see appendix E). If we were filming an interview, we used the first recording to get a sense of the speaker's personality

and knowledge, as well as how comfortable they were in front of the camera. Each additional time, we altered our questions to capture the most genuine responses, and we also altered the angles at which we filmed. If we were filming animals, we used the first recording to gauge how cooperative they were going to be. Each additional time, we tried to get a different side of the animal's personality and capture them doing different activities. This process allowed us to get as much audio and video footage as we could so we would have plenty to work with during the editing process. For any aerial footage included, we used a DJI Mavic Pro drone. In addition, we also used a Casio EX-ZR100 digital camera to obtain still images to supplement videos and other areas of the virtual tour. We also contacted volunteers from MFS for more images and footage that would allow us to highlight different points in MFS history.

After we collected all necessary footage, we edited it using Adobe Photoshop and Adobe Premiere or Apple iMovie. We used Adobe Photoshop for image editing because it was easily accessible and could perform a variety of tasks. For video editing, we could have used either Adobe Premiere or Apple iMovie. In order to choose the program that would best meet our needs, we took into account how comfortable we were with each program and we researched each programs capabilities

3.3.1 Evaluating the User Interface

In order to evaluate the user interface and persuasiveness of the virtual tour, we created a sample virtual tour that was paired with both an online survey to reach a wide variety of respondents and an informal focus group to gain more detailed and comprehensive responses. Using both resources would allow us to collect both narrative and statistical data.⁶⁰ The sample virtual tour was created following the media format that was to be used for the final project; however, the video styles and information provided within the sample tour were not necessarily similar to what would be presented in the end (content was chosen based on what we specifically wanted to know, like should we even bother suggesting that MFS include graphic footage). We opted to structure the sample tour this way to gain feedback on a greater variety of options. This allowed us to offer suggestions backed up by data to MFS for future improvements.

⁶⁰ David R. Krathwohl, *Methods of Educational and Social Science Research*. (Waveland Press, 2009):26-33.

When we were designing the online survey and informal focus group, we kept the questions relatively the same, but altered the format. For example, the online survey, which was created using Qualtrics, an online survey software, was kept very structured asking mainly multiple choice questions with very few text entry questions. This survey consisted of 23 total questions including an initial consent agreement and was released online to various university organizations and outside companies. The respondents were given a question related to the sample virtual tour and had to respond with one of the provided multiple choice answers. There was an option for the respondents to select “other” and explain their choice, but there was not much room for respondents to elaborate. However, this was not the case with the informal focus group. For the informal focus group, we sat down with individuals and recorded them while they explored the sample virtual tour. During that time, the respondents were encouraged to discuss every aspect of the virtual tour, both good and bad. In addition, we asked these respondents the same questions that were used on the online survey. However, instead of being able to select a multiple choice answer, the individual could respond open-endedly. This allowed us to get more specific feedback. Questions regarding the persuasiveness of the videos presented and what diets people currently follow were included. These allowed us to determine which videos were most compelling to the majority of people in order to provide a virtual tour that was educational and conveyed the message of compassion that MFS supports.

On Wednesday February 21, 2018 we presented the virtual tour to the owners and volunteer communications manager of MFS. We gave a brief overview of the steps we took in creating the final virtual tour, and allowed MFS leadership to explore the virtual tour that we had created. Once they had experienced the virtual tour, we explained that there were certain aspects that had multiple options, which we then presented to them so they could make a decision on which they preferred. With the conclusion of the presentation, we opened the floor to any questions that the owners and volunteer communications manager may have had and encouraged any feedback for additional changes.

Chapter 4: Findings and Analysis

4.1 Rhetorical Strategy

This section details our findings and analysis from research into both the current rhetorical strategies of MFS and the effectiveness of two common animal activism approaches in convincing people to make more compassionate choices. To better organize this section, the findings and analysis are separated into the steps we detailed in our methodology: our sanctuary tour, our breakdown of the MFS website, our interview with the co-owner and communications manager of MFS, and our research into animal activism approaches.

4.1.1 Findings and Analysis: Our sanctuary tour

The MFS sanctuary tour we attended began at two o'clock in the afternoon and took approximately ninety minutes from start to finish. As an introduction for sanctuary visitors, the volunteer tour guide began the tour with a complete history of MFS; the working dairy farm, the transition, and the sanctuary it is today. Prior to moving farther through the sanctuary, the tour guide reminded visitors that the space belonged to the animals and must be respected as such.

Once there was an understanding of the expectations that MFS had of their visitors, the tour guide took the group throughout the property, beginning in the front yard before continuing to the side barn, the main barn, and finishing at the front fields. While in the various areas, the tour guide introduced the animals that generally spend their time there, highlighted some of the “most popular” and “most friendly” animals, and shared some specific animal survival stories.

The tour guide introduced the front yard as the place where most of the geese, ducks, chickens, roosters, and turkeys enjoy spending the day. The tour guide highlighted Romeo, a well-loved goose, Oscar, an incredibly social bantam rooster, and Gwen, their resident turkey. After a brief overview of why the animals were at the sanctuary and how they got there, the sanctuary visitors had the chance to pet or even hold some of the more “people friendly” animals (Figure 1).



Figure 1: Katie with Oscar during our sanctuary tour (photo courtesy of MFS)

The tour then moved to the different areas of the sanctuary, with the tour guide introducing the animals in the same structure as before. At the side barn, the tour guide shared information about Gail, a rescued dairy cow, and visitors were able to enter the barn for pictures and to pet her. In the main barn, visitors were greeted by the many goats, and the tour guide introduced many of them by name and shared their histories. While in the main barn, visitors were also given the chance to give one of the potbelly pigs a belly rub, and pet Finn, the sanctuary's only sheep. Visitors were introduced to the llamas from afar, but it was suggested that they don't get too close as the llamas aren't necessarily the friendliest to new people. The tour concluded at the front fields where the tour guide introduced Boo Boo, the friendliest cow, Heritage, a llama who suffers from berserk llama syndrome, and some of the goats in the small goat barn, including the two kids, Sage and Olaf.

When everyone had met all the animals they wanted to, taken plenty of pictures, and asked questions, the tour guide ended with a message asking for love, compassion, and respect for all animals, human and nonhuman alike. The tour guide asked the visitors, on behalf of MFS and the animals, to make more compassionate choices when it came to the consumption and use of animal products.

Our sanctuary tour provided us with a start for what we should be including in the virtual tour. This included all of the visited areas (front yard, main barn, and front pasture) along with the animals that visitors interact most with. We didn't want to limit ourselves to just what is already shown to visitors, and while on the tour, we noticed there were areas and animals that visitors were not allowed to engage with. For example, the tours were kept within the boundaries of the main structures. While this was done as a safety precaution, it limits visitors' experiences of the sanctuary to one area. We wanted to expand the virtual tour to encompass all 121 acres of MFS, allowing people to see all MFS has to offer, including the back fields, the hay fields, the man-made pond, and the natural wildlife conservation area. It would also give viewers the chance to meet the cows that spend most of the day away from the main property. Another area that visitors are not granted access to is the small goat barn in the front. Once again, this is a safety precaution as many goats who need special care are housed in this location. We believe that showcasing this area and the animals inside would provide viewers with a sense of how much care MFS, and Cheri specifically, gives to each and every animal. Many of the animals in the small barn are elderly and have lived to an older age due to the care MFS provides.

We also wanted to include animals who don't interact (or interact well) with sanctuary visitors. More specifically, we wanted to include the llamas and the goose named Romeo. Tour guides typically warn visitors to be careful around the llamas as they do spit sometimes. For some people, this might make them think llamas are aggressive and not people-friendly. This is not the case, in fact, the llamas at the sanctuary are friendly with both humans and non-humans alike. This isn't witnessed on tours because the llamas aren't necessarily fond of strangers. For this reason, we wanted to include videos of the llamas interacting with the volunteers that have formed connections with them. This is similar to what can be said about Romeo. During most tours, he is quite noisy and often pecks at the visitors feet and legs, and many visitors are frightened by him. We wanted to show that he is a very loving goose, who can be hugged and picked up (Figure 2). We see this virtual tour as an opportunity to expand what visitors can experience and to showcase that all animals are capable of love.



Figure 2: MFS Volunteer Kim with Romeo (photo courtesy of MFS)

4.1.2 Findings and Analysis: Our breakdown of the MFS website

From our breakdown of the MFS website, it became evident that the website was solely focused on the animal residents and how the volunteers and the public could provide for them at the sanctuary. For starters, this could be seen on the general layout of the website. In addition to the main menu bar, MFS also has a sidebar that is always accessible (figure 3). This sidebar is significantly larger than the main menu bar and offers options like “Donate Today,” “Volunteer,” and “Sponsor a Friend.”⁶¹ All of which are ways that allow site visitors to positively impact the lives of the many animal residents at MFS. The MFS website also includes various pages including “The Animals,” “Visit,” “About,” and “Giving.”

⁶¹ “Home” (Maple Farm Sanctuary) <http://www.maplefarmsanctuary.org/>.



Figure 3: Maple Farm Sanctuary Website main layout

Under “The Animals” page, site visitors are given the opportunity to get to know many past and current animal residents at the sanctuary (Figure 4). Each animal is highlighted through pictures and their unique stories. The stories provide insight to the struggles that the individual animal faced and how MFS has changed their lives. If site visitors feel moved by what they have read, the bottom of each page has the option to sponsor the animal, or donate money to aid with their care. The other menu selections (i.e. “Visit,” “About,” and “Giving” etc.) provided similar experiences and options (showcasing animals, their needs, and the many ways site-visitors can help).



Figure 4: “The animals” page layout

It also became evident that the presence of pro-vegan advocacy materials and graphic footage/language of the typical treatment of farm animals in the industry is absent from the MFS website. For example, the only mentions of veganism could be found under the “Visit” and “Our Mission” pages. In the “Visit” page, MFS offers local vegan dining options that are available for sanctuary guests to enjoy before/after their sanctuary visit, and in the “Our Mission” page, MFS discusses that through their work, they hope to promote veganism. In regard to the presentation of the truth of how farm animals are treated in the industry, MFS opted for a more subtle tactic. Rather than filling their website with videos and articles detailing examples of the treatment of most farmed animals, MFS briefly touches upon these issues in the stories of individual animals. For example, an excerpt is provided below detailing the life of a cow prior to her arrival at MFS:

“For the first ten years of her life, Gail was used as a dairy cow at a local farm, where she continually impregnated so that she would produce milk. Sadly, Gail

had to watch as all of her babies were taken from her shortly after birth so that her milk could be sold for human consumption instead of providing nutrition for her babies.⁶²”

During our breakdown of the MFS website, we also focused on the color schemes used throughout the website. We found that the site used mainly neutral colors (white, brown, etc.) and simple patterns that complimented the MFS logo—a mid-tone brown with a perched chicken on a yellow background adjacent to the words “Maple Farm Sanctuary: where animals live in peace” (Figure 5). Besides this, we also determined that MFS uses the color red to help denote what they deemed to be important for the site visitors to see. Some examples include links that connect people to the volunteer sign-up page and the donations page. And finally, MFS chooses to use bright colors (that often match an upcoming holiday) when posting announcements and sanctuary events on their homepage.



Figure 5: Maple Farm Sanctuary’s Logo, located on the MFS website.

From our breakdown of the MFS website, it was evident that everything MFS did was an attempt to positively impact the lives of the animals, and that was something we wanted to include in our virtual tour. Whether it was by mentioning donations during the tour or inserting links somewhere, we wanted to assist MFS in gaining support. Additionally, the website allowed us to understand to what extent MFS typically details the horrors of the agriculture industry and promotes veganism. The answer to these was that they do it very subtly. This is something we plan to continue in the virtual tour. We don't want viewers feeling like a belief is being forced upon them, and we also want to keep the virtual tour as “family friendly” as the website is. We

⁶² “Gail” (Maple Farm Sanctuary) <http://www.maplefarmsanctuary.org/item/Gail/372/c51>.

plan to accomplish this by not directly telling viewers to become vegan, but rather show them how the farm animals thrive when they aren't living in fear of being slaughtered. In terms of the color scheme of the virtual tour, we plan to keep it similar to that of the MFS website. This entails us to use neutral colors except for any announcements or important directions/links.

4.1.3 Findings and Analysis: Our interview with the co-owner and communications manager of MFS

In addition to analyzing the MFS website, we spoke with the co-owner, Cheri Ezell-Vandersluis, and the Communications Manager, Jennifer Wyglinski. Over the course of multiple conversations with them, they continuously emphasized that MFS wants to encourage people to donate, volunteer, and adopt veganism through *messages of compassion*. Cheri explained that they wish to accomplish this by incorporating specific animal stories and sharing the personal experiences of many volunteers at the sanctuary. By highlighting specific animal stories, MFS hopes to shed light on how certain animals are abused in various industries. They also believe that putting a name, face, and personality to animals that endure this abuse will show site visitors that animals aren't just “things;” they are living beings that do not deserve to be abused, killed, and eaten.

As for the sharing of the volunteers' personal stories, Cheri and Jen believe this will allow site visitors to feel connections, both to the volunteers and the animals. For example, each volunteer has their own story on why they started volunteering and why they became vegan. MFS hopes to use these stories to connect with people that may be feeling the same way, and encourage them to take a step toward changing their life. Also, many volunteers have formed special bonds with the animals, similar to those one may have with their pets at home, and MFS hopes to showcase this because people may realize the similarities between farmed animals and their pets, and be more inclined to consider veganism.

During the conversations with MFS, we also discussed the inclusion of graphic footage. Cheri was initially against having any graphic footage associated with MFS. She is afraid that this footage would take away from the goals of MFS and distract people from the animals by forcing them to focus too much on the visual gore associated with animal agriculture. Due to this, she wants MFS to remain focused on introducing the public to the animals and the safe,

loving environment that is provided for them. Other MFS leadership believe that graphic footage should be made available for those interested because they believe this information is necessary to properly educate people on the various practices in the animal agriculture industry. They agree that the main focus should remain on the animals and the loving and safe environment, which is why they mentioned the possibility of including links on the MFS website. These would be completely optional links for site visitors connected to third party websites that provide more detail into the inhumane practices of animal industries. In this case, MFS wouldn't be directly advertising these videos on their website, but they would still be providing an opportunity for site visitors to research more on their own.

Based on what we learned during our interview with MFS leadership, we were able to start planning what to put into the virtual tour. Due to Cheri's emphasis on sharing the individual animal stories, we knew this was something we must include. We believed it would showcase that every animal is capable of pain and suffering, and that when treated properly, they can thrive. In addition to the animal stories, Cheri also mentioned about the possibility of including interviews with some volunteers. We decided that this would be a beneficial because it would provide a platform for the volunteers to speak candidly about their experiences. In doing so, there is a possibility that a viewer may feel a connection to a volunteer and choose to make more compassionate decisions. We also determined that we shouldn't focus on including graphic footage because it would go against the wishes of the co-owner of MFS; however, we plan on including the option to view this footage or learn more through the use of embedded links. The extent to which we present any graphic footage would be further investigated.

4.1.4 Findings and Analysis: Our research into animal activism approaches

During our research into animal activism approaches we looked into several different literature resources. In *Striking at the Roots: A Practical Guide to Animal Activism*, the author suggests most people do recognize that farm animals are abused in the farming industry.⁶³ The public often chooses to turn a blind eye to what is happening because they don't want to hear about where their food is coming from due to modernization and emotional pressure.⁶⁴ It is often

⁶³ Mark Hawthorne, "Striking at the Roots." (O-Books, 1998).

⁶⁴ Axel Auburn, Andrew Brown, and Joseph Grady, "Not While I'm Eating." (The Frameworks Institute, 2005).

easy to do this because the public has no real connection to these farm animals as they do with dogs or cats. This is where meeting individual animals and detailing their specific stories would be helpful. Instead of just hearing about the horrors, the public would be able to see firsthand any injuries (scars, burns, etc.) the animals sustained. Further interaction with the animals would showcase that each animal has an individual personality and is capable of expressing emotions, similar to humans. It is as these similarities become evident, that people can begin to feel empathy and sympathy for these animals.⁶⁵ When this occurs, people begin to feel connected to the animals and “grant [them] moral status comparable to [their] own.”⁶⁶ Additionally, sharing stories of the animals provides a platform to give the animals names and pronouns.⁶⁷ This helps to drive home the reality that animals are in fact sentient beings, and not inanimate objects. All of this often helps people to make different and more compassionate choices when it comes to the well-being of animals.

We also researched the effects of “shock advocacy” to determine whether graphic footage had the potential to improve the persuasiveness and effectiveness of our argument that all animals should be able to live their life outside of factory farms. Our initial concern was that the inclusion of this graphic footage would scare viewers away and taint the image of MFS. One research article, “The credibility of shock advocacy: Animal rights attack messages,” suggested otherwise. It looked specifically at the effect graphic footage had on the credibility of both the animal agriculture industry and the organization issuing the footage. Overall, the data they collected showed that when graphic images were distributed by organizations, the credibility of the animal agriculture industry decreased. Not only that, but data showed that the credibility of the organization distributing the graphic footage actually increased.⁶⁸ We looked at another study conducted by faunalytics in 2012. This particular study looked at to what extent videos, with varying degrees of graphic footage, encouraged vegetarianism or veganism. The study concluded that the video with the most graphic footage, in this case *Farm to Fridge* (Mercy for Animals), had a higher likelihood of being effective.⁶⁹

⁶⁵ Josephine Donovan “Feminism and the Treatment of Animals.” (Signs, 2006): 315.

⁶⁶ Donovan, 315.

⁶⁷ Mark Hawthorne, “Striking at the Roots.” (O-Books, 1998).

⁶⁸ Scudder, Joseph , and Carol Bishop Mills. "The credibility of shock advocacy: Animal rights attack messages." (*Public Relations Review*, 2009): 162-64.

⁶⁹ “What is the Most Effective Veg Outreach Video.” (Faunalytics, 2009). <https://faunalytics.org/what-is-the-most-effective-veg-outreach-video/>.

Based on our research, we concluded that the current rhetorical strategy (messages of compassion) of MFS can also be an effective means in encouraging the public to consider making more compassionate decisions with regards to their food. For this reason, we have decided to structure the content of the virtual tour in a similar way. We also determined that the use of “shock advocacy” would not damage the image of MFS, and may assist in providing a persuasive message for veganism, non-violence, and compassion towards animals. Even though we decided that it may be beneficial to include this information on the virtual tour, we wanted to respect the client’s wishes, so any information included directly on the virtual tour would follow the structure of how it's presented on the website, and if we wished to include more aggressive media, we made sure that it was accessible from a hyperlink and the website was approved by MFS.

4.2 Media forms that best present the desired information and rhetorical strategy

This section details our findings and analysis from research into the media forms that would best present the desired information of MFS while using their preferred rhetorical strategy. To better organize this section, the findings and analysis are separated into the steps we detailed in our methodology: our virtual tour options and our video and supplemental aspects options.

4.2.1 Findings and Analysis: Our virtual tour options

In order to choose the best virtual tour format for MFS, we looked into various tour examples shared on the internet. We categorized each of the tours into four categories: single video walk around, 360-degree video tour, 3D panoramic tour and an interactive map. For the single video walk-around tour, we looked at a variety of samples including a Derwent College Campus tour⁷⁰ (Figure 6) and a SeaWorld Orlando tour⁷¹ (Figure 7). The Derwent College tour was structured as a continuous, single-shot video that followed a tour guide around the college campus. At areas of interest, the tour guide would pause for a moment to provide the viewer with

⁷⁰ “Derwent College.” (YouTube, 2010). <https://www.youtube.com/watch?v=ia9ZOilogPQ>.

⁷¹ “SeaWorld Orlando Complete Walkthrough Tour.” (YouTube, 2012) <https://www.youtube.com/watch?v=IU5e9IJgbKQ>.

any necessary information and a brief look around. The SeaWorld Orlando tour was constructed by combining multiple, shorter clips, all of which were shot at different angles/areas. The SeaWorld video did not rely on a tour guide to provide information to viewers, and instead gave the viewer a sense of the natural sounds of SeaWorld.



Derwent College : University of York Campus Tour :Rough Guide Part 6 : (YUSU)
HD

Figure 6: Derwent College Tour



SeaWorld Orlando Complete Walkthrough Tour and Overview 2012 HD

Figure 7: SeaWorld Tour

The major advantage to utilizing this form of tour style is that it is simple to create. In the Derwent video, the videographer simply followed a knowledgeable tour guide around as they presented the campus. There weren't special effects, supplemental pictures, text, or hyperlinks added. As for the SeaWorld video, that was accomplished by a videographer filming various areas of the park and making a "video collage" in a video editing program. It didn't include any supplementary audio, though they could've added a voice-over. In addition, both of these videos provided the viewer with the sense of the property structure as well as important and/or useful information.

However, this form of tour brings forth some concerns. The first concern is the length of the final video (Derwent College—14:59 and SeaWorld—22:31). If the videos are too long, there is the risk of the viewer's attention waning, especially if the videos are not engaging (i.e. don't have interesting images or informative audio). In addition, longer videos can pose a problem with future upkeep. If anything needs to be changed in the previously recorded video, there is more footage that needs to be edited or cut, which could damage the flow of the video.

For the 360-degree video tour, we looked into tours created by Farm Sanctuary and the *New York Times*. Farm Sanctuary released a 360-degree video tour in 2016 so their viewers could experience the sights and sounds of the sanctuary (Figure 8). Their tour was structured as a single video, but was composed of shorter segments. The different segments showcased different areas of the sanctuary and the animals that resided there. In addition, the video included a narrator in each segment to provide information about the animals or property. The video tour provided a look into the farm and helped with sanctuary promotion and website traffic.⁷² As for *The New York Times*, in 2015 they posted a “Walking New York” 360-degree video tour experience to their Youtube page. The video, which reached over four million views (#1 360-degree video and #13 overall video), was created to showcase the homeland, journey, and dreams of one immigrant who calls New York City home.



Take a 360° Virtual Tour of Farm Sanctuary!

Figure 8: Farm Sanctuary’s 360° Virtual Tour
(<https://tinyurl.com/FarmSanctuaryVirtualTour>)

While the provided 360-degree video tour examples have many positive aspects, like the interactivity it provides viewers, there are some concerns that need to be addressed. A major concern is the complexity of the process required to create a 360-degree video tour. In order to create the highest quality video, a camera with multiple fish-eye lenses focused in different

⁷²“The Farm Sanctuary Virtual Tour.” (Email, 2017).

directions must be used. In the editing process, these videos must be stitched together to create one seamless 360° video. Once again, the length of the video is another area of concern. Although this could be fixed by breaking the overall video into much shorter sections, this unfortunately, causes more problems. Not only would it limit the amount of information and footage presented, it would also cut back on the time that viewers have to explore around the frame during each scene. This could defeat the purpose of using the 360-degree video. In addition, we were concerned that the freedom 360-degree video allows viewers would create another problem. We were concerned with whether or not the interactive quality would inhibit the viewer's ability to focus on what's important and to retain information delivered through audio.

For the 3D panoramic tour, we looked at tours various companies created using the commercial software iStaging⁷³ (Figure 9). This 3D panoramic tour is constructed by linking a series of panoramic images together with “hotspots” that allow the viewer to move between different sites, giving viewers the option to explore the location at their own pace and letting them choose their own route through the various locations on the tour. All this aims to provide viewers with a more personal experience. Unfortunately, this option has some areas of concern. The tour consists of still images rather than videos, which means that viewers get a limited perspective of what happens in the location. Also, while allowing viewers to move around at their own pace is a good idea, it limits narration because there is no set time at each location. Some of these concerns can be addressed by adding links into the panoramic images, so viewers could be directed to a video focused on a specific point or area in that scene.

⁷³ "LiveTour Gallery | Check out how the world is using the LiveTour." (iStaging). <https://www.istaging.com/en/>.

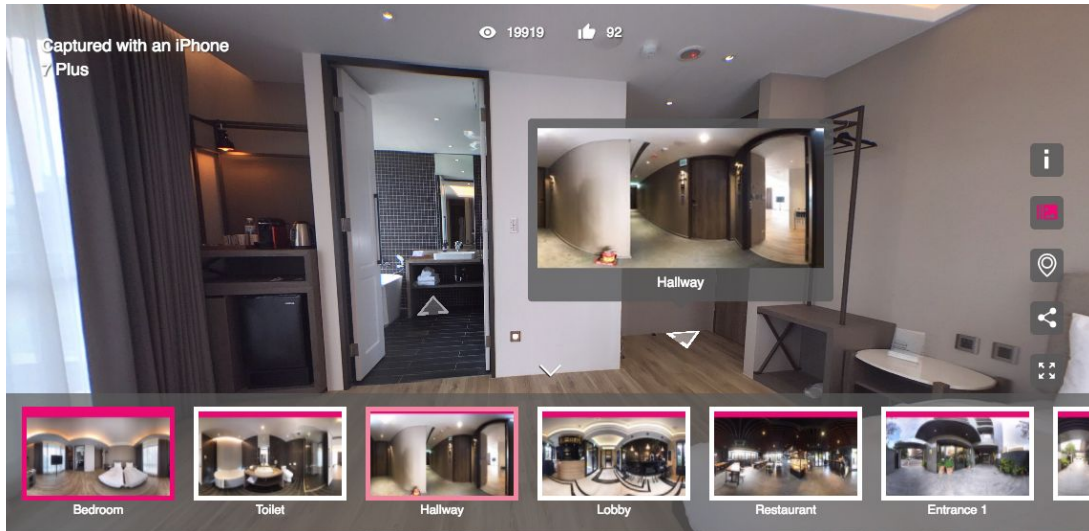


Figure 9: iStaging 3D Panoramic tour sample

For the interactive map, we looked at examples on the websites of the University of California Santa Barbara, Northeastern University, Rochester Institute of Technology (Figure 10a and 10b) and the University of North Carolina Chapel Hill. These interactive maps were constructed by utilizing a background image and placing “hot spots” on specific areas of interest. When each “hot spot” was selected, a pop up window appeared to provide more information. This information was in the form of text, picture, or video and can even include hyperlinks to outside pages/websites.

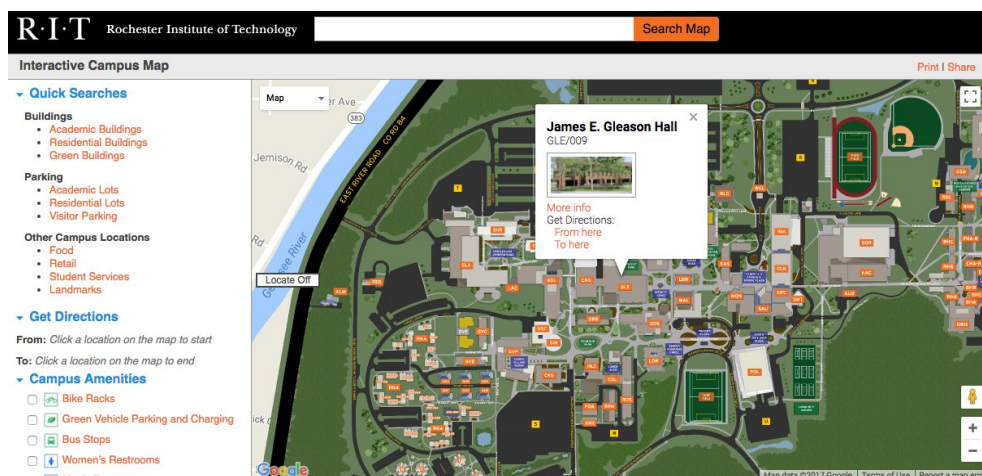


Figure 10a: Rochester Institute of Technology Interactive Map with a location selected

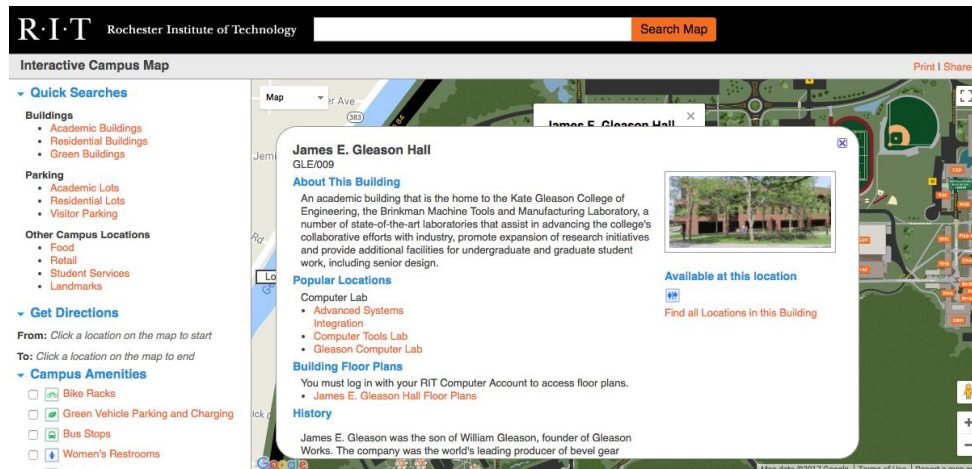


Figure 10b: Rochester Institute of Technology Interactive Map after selecting “more info” option for the previously selected location

An interactive map has many qualities that make it an appealing option. The format provides the viewer with the option to learn about a specific area on the map prior to choosing to watch a more detailed video. This is a way of giving viewers freedom on the tour to quickly find what interests them. Also, by breaking the tour up into specific areas, any videos associated with the location will be shorter and more concise. While this aims to keep the viewers’ attention, it is also beneficial for future editing. Multiple, shorter videos mean that if something needs to be changed, only a two-minute video will have to be swapped out, versus a 30 minute long one. In addition, using multiple different videos provides the option of varying techniques. For instance, one short video could be created with a 360-degree camera while the rest are created using a normal video camera.

In order to chose the virtual tour option that would work for MFS, we discussed the pros and cons of each option thoroughly with MFS leadership. For the single video walk around tour, we both liked how simple it would be to make — MFS already has many knowledgeable tour guides, it could potentially take one day of filming, and the only required equipment were video cameras and bluetooth microphones. This would mean that we wouldn't have to disturb sanctuary life multiple times to get footage and we could get the tour on the MFS website quickly. While in the short term there were plenty of pros to choosing a single video walk around, MFS was more concerned about the long term. Their major concern revolved around

how dynamic sanctuary life is, more specifically how MFS is constantly gaining and losing volunteers and animals (due to old age). For this reason they were concerned about having a single video because they were worried it would be difficult to update specific parts of the video tour without ruining the flow of the whole video. This is why we chose not to use a single video walk around format for the MFS virtual tour.

When we discussed the 360-degree video tour option, MFS leadership determined that it had many of the same pros as the single video walk around. In addition to what was mentioned previously, it also provided viewers with the option to explore the entirety of the frame by utilizing the 360° interactive feature. This interactive feature was desirable to MFS because they liked the idea that viewers could get a sense of the sanctuary and could focus on what interested them the most. Along with the concerns mentioned previously, MFS was worried that the 360-degree quality would pose additional problems. For starters, if MFS needed to replace any footage in the video tour, they would need to obtain a 360-degree camera as panoramic footage and regular footage cannot be used interchangeably in a single video. This would require them to either locate a camera they could borrow or purchase their own (at \$150.00 or more). In addition, MFS was also concerned with the program requirements for editing the 360-degree footage as not all editing programs can recognize panoramic video, so MFS would likely need to purchase a program like Adobe Premiere Pro (\$19.99/month). Due to these concerns, we chose not to use a 360-degree video tour option.

For the 3D panoramic tour, MFS leadership liked how the format would allow site visitors to choose their own path through the sanctuary. They believed it would give viewers a true sense of the structure and layout of their property. In addition, MFS leadership also liked that they could embed descriptions, links, pictures, and videos within the panoramic tour. This would give them the opportunity to provide more detailed explanations and additional educational resources. The major concern MFS leadership had with this option was that actual 3D-panoramic tour would be composed of still images, not videos. In order to capture a clear picture, the video subjects need to remain still, and for a sanctuary filled with animals this could be difficult. It could also be a struggle to get all of the desired individuals to the proper locations. For these reasons, we decided that a 3D panoramic tour would not be the ideal choice for MFS.

Finally, there was the interactive map format for the virtual tour, which we ultimately decided to use based on a unanimous decision made by both us and MFS leadership. The decision was driven by the simplicity of future maintenance. Due to the format of the interactive map, videos would be split into several focused, shorter videos. This meant that if anything needed to be changed (i.e. the death of an animal or addition of a new animal), at most only a single video (1-2 minutes) would have to be edited or replaced. Another reason behind choosing an interactive map was the format allowed for freedom in the design. Because we weren't limited to a single video, it gave MFS the option to play around with a variety of different video styles – one video could be drone footage, another could be 360-degree footage, and another could be regular footage. Also, the format would allow MFS take advantage text and hyperlinks, and the format would allow visitors to easily locate what they want to view or learn more about.

4.2.2 Findings and Analysis: Our video and supplemental aspects options

In order to determine the best video format available for MFS, we looked into videos that fell into five categories: graphic footage, interview style footage, animal story footage, drone footage, and 360-degree panoramic footage. For the graphic footage, we researched films like *Meet Your Meat* (Bruce Friedrich, 2002) and *Earthlings* (Shaun Monson, 2005). From these we analyzed the structure of the videos and how they utilized audio and editing to portray animal cruelty in the animal agriculture industry. It was clear that a combination of slowed video footage as well as voice-over was commonly used in these videos. We also observed that the use of close-up clips of these farm animals was often utilized as well as the animals' sounds of pain and suffering.

For our research into interview styled videos, we had looked into interviews similar to the excerpts published by the *Moments of Truth Project*, which “is a traveling documentary series that explores the ways we live and work and relate to each other and the natural world⁷⁴”. These interviews included different individuals who spoke candidly about their lives and beliefs. We focused on the interviews of Farm Sanctuary founder, Gene Baur and Woodstock Sanctuary co-founder, Jenny Brown. Each video was structured to have its own focus and included

⁷⁴ “Q&A.” (Moments of Truth Project, 2017) <http://momentsoftruthproject.com/faq>.

information relating only to that topic. For example, Gene Baur's "Choosing Not to Eat Animals" interview excerpt focused solely on the moment in his life when he made the decision to turn toward veganism.⁷⁵

For our research into animal story based videos, we watched several videos shared by Farm Sanctuary on their blog site. The structure of the videos highlighted the stories of neglect, the impact of the sanctuary, and the current happiness of the animals. One video we looked at detailed the story of a goat named Patrick.⁷⁶ The video began with the narrator discussing the condition Patrick was in when he came to the sanctuary, detailing what exactly was wrong with him, how his previous neglect situation had caused this problem, and how much pain he was actually in. The narrator proceeded to explain everything Farm Sanctuary had done to provide Patrick with much needed care that would lend him a better life. The video finished with a look at the happy goat that Patrick is today. The video itself included a variety of different elements, like multiple video clips and pictures that supplemented the audio that was being provided.

For the drone footage, we looked at a video shared by Woodstock Sanctuary. This video utilized drone footage to showcase the future site of their sanctuary.⁷⁷ The video was structured with music and descriptive text over various drone shots. These drone images provided the viewer with an idea of how spacious their property was and the different elements it included (buildings, fields, and ponds). While Woodstock chose to use music and text, there is also the option of using a voice-over to present the information to the viewer.

For the 360-degree footage, we reviewed the Farm Sanctuary video and the NYC tour that *The New York Times* had shared. Both videos presented a different way that 360-degree videos could be structured. For example, in the Farm Sanctuary video the camera remained in stationary position and when a new location was desired, the video cut to that frame. The video shared by *The New York Times* incorporated various moving views through the streets of New York City.

We also investigated the supplemental aspects (text, hyperlinks and pictures) that we could add to either the videos or the interactive map. We found that the use of titles would be

⁷⁵“Gene Baur.” (Moments of Truth Project, 2017) <http://momentsoftruthproject.com/gene-baur>.

⁷⁶“Patrick’s Story.” (Farm Sanctuary, 2013) <https://www.farmsanctuary.org/videos/animal-rescues/patrick/>.

⁷⁷“Woodstock Sanctuary is Moving.” (YouTube, 2015). <https://www.youtube.com/watch?v=owciOBIEVUc>.

helpful for viewers to navigate the virtual tour and find the videos they wanted to view. We also found that a short description of each video (or video section) would also make the map more simple, and make it easier to find videos viewers wanted to see. In terms of hyperlinks, the use of links was often used to connect videos to corresponding pages or informational content. MFS also used hyperlinks on its website to direct viewers to vegan restaurants or the volunteer page. We studied the use of pictures as a supplemental aspect to the video footage and discovered that it would aid in providing a glimpse into the history of MFS (which we were not able to be a part of).

Since we chose an interactive map, this meant that we were not limited to just one video style. Because of this, we decided to include interview-style videos, animal story videos, and some drone footage. We included the interview videos because we believed it was a great opportunity for the the viewers to meet volunteers and hear them speak candidly about their experiences and beliefs. It would also allow people to feel more connected to the volunteers and hopefully drive more people to volunteer. We included the animal story videos because we believed they would introduce viewers to the many animals of the sanctuary. It would enlighten people of the horrible practices that many animals endured, and show them how the animal's life has changed since coming to MFS. In addition, it would help show that all animals have their own individual personalities, similar to their own pets.. Seeing these similarities could help convince people to participate in more compassionate moral commitment. Finally, the drone footage would help to show visitors the complete property of MFS.

4.3 To create a virtual tour that presents the rhetorical strategy and media forms in an understandable user interface.

This section details our findings and analysis from research into creating a virtual tour that presents the rhetorical strategy and media forms in an understandable user interface. To better organize this section, the findings and analyses are separated into the steps we detailed in the methodology: our virtual tour software/program options, our footage editing options, our survey and focus group, and our MFS presentation.

4.3.1 Findings and Analysis: Our virtual tour software/program options

After there was a collective decision between us and MFS to use an interactive map format, we had to determine what the best software/program available was. We narrowed our options down between two: Thinglink and Adobe Muse.

Thinglink is a third party website that creates interactive images.⁷⁸ The basic setup of the interactive image is already programmed, so the user only has to choose what they want to incorporate. After the uploading a background image/design, users have the option to give their image a title and hotspots. These hotspots, when selected, provide access to additional information in the form of text, picture, or video (figure 11). Once the interactive image (or map) is completed, it can easily be shared via social media, link, or being embedded into a pre existing website.

In addition to providing ease in creating an interactive map, another positive aspect is that Thinglink has a variety of different purchase plans, so organizations with smaller budgets can use the free version, which includes the basic functions. In addition, since the website is account-based, once the interactive image is completed, the login information can be shared with anyone to provide access to do future updates. Thinglink also has many limitations, even with an upgraded plan. While the free version may provide all the tools necessary to complete the task, it has 10,000 view limit, meaning as soon as this number is reached, an upgrade to the paid version is required to continue viewer access to the image. Also, since the interactive image is stored on a third-party website, it risks disappearing if the website disappears, like if the company goes bankrupt or is hacked.

⁷⁸ “Annotate Images and Videos.” (Thinglink) <https://www.thinglink.com/user/961606193107697665>.

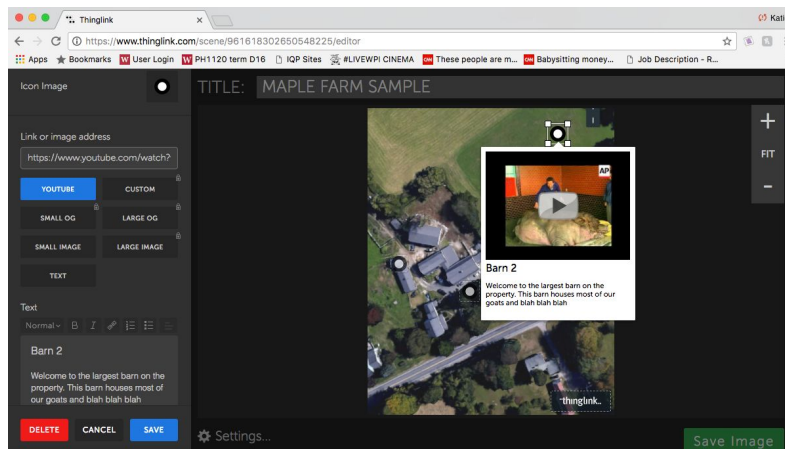


Figure 11: Thinglink interactive map editing page with a hotspot selected

The second program we looked into was Adobe Muse. Muse, which is a program primarily meant for website design, and can be manipulated to create the desired interactive image experience (Figure 12). The design for the interactive map begins by inserting a background image into a blank web page. Once the image is scaled and placed in the correct location, pop-ups, titles, videos, text, and hyperlinks may be added. Most of these options are basic tools; however, Adobe Muse doesn't have a built in pop-up feature for interactive maps, so we would have to manipulate an existing tool. This tool is the "tooltip" widget, which has the capability to create various triggers and targets. With this widget, trigger buttons can be moved around, turned transparent, and mouse roll-over or click activated. When activated, each trigger leads to its own target composition frame. Inside this composition, videos, images, text, hyperlinks, and additional tooltip widgets can be added. This provides the user endless options in creating their final piece. Another positive aspect of this software includes freedom to directly edit the HTML, meaning anyone who has access to this code can change the webpage even without having a subscription to the program. Adobe Muse does require a monthly fee of \$14.99 (required for one year); however, as previously mentioned, once the webpage is designed and placed online, it can be edited through its HTML code, which requires no paid programs.

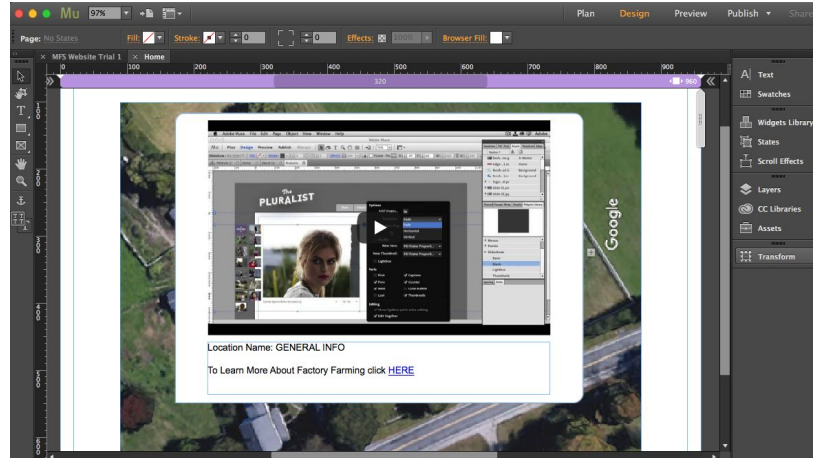


Figure 12: Adobe Muse layout

Ultimately, after evaluating the pros and cons of both options and considering the opinions of the owner and communications manager of Maple Farm Sanctuary, we decided that Adobe Muse was the best option. This decision was based on the design freedom that Muse provided and the minimal limitations and concerns. The issue of cost required to create and maintain the interactive map webpage was discussed; however, it was deemed not a problem. We, as students at Worcester Polytechnic Institute, have free access to Adobe Muse while on campus and working on the project and once we hand it to Maple Farm Sanctuary, their communications manager has basic HTML coding knowledge, so she can make edits to the interactive map when needed.

4.3.2 Findings and Analysis: Our footage editing options

In terms of video editing, Apple iMovie⁷⁹ (Figure 13) and Adobe Premiere⁸⁰ (Figure 14) are two available options, both of which provide an interface of non-linear video editing where the user may stitch together multiple videos and photos while given the option of adding special effects, filters, and soundtracks, all without directly modifying the original data. The quality of the produced footage on each platform can be significantly different, and when deciding which one to use, certain factors like user experience must be taken into account. Apple iMovie can be

⁷⁹“iMovie.” (Apple) <https://www.apple.com/imovie/>.

⁸⁰“Buy Adobe Premiere Pro CC” (Adobe).

http://www.adobe.com/products/premiere.html?ssid=KKQNO&kw=semgeneric&mv=search&s_kwid=AL13085131226825756503!b!!g!!adobe%20premiere%20pro%20price&ef_id=V8h-LQAAAC3YUoG7:20171106005540:s.

much simpler and easier to use for someone with little to no video editing experience, whereas Adobe Premiere can be more difficult to learn. Adobe Premiere has more features available, and Apple iMovie is only accessible to those with Apple computers or tablets and is only compatible with 180° video footage and images.⁸¹ The biggest difference between the two is that Adobe Premiere has the capability of editing a panoramic video. This is beneficial because it means that variety can be added to the virtual tour by switching up filming techniques.

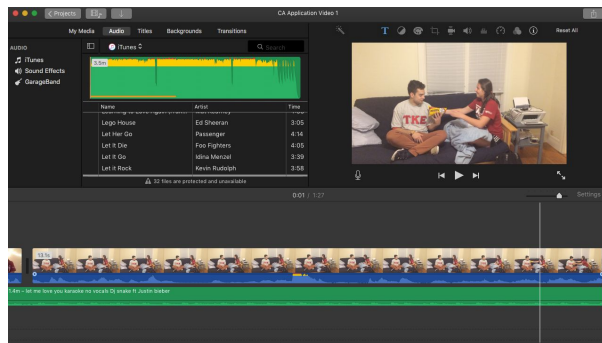


Figure 13: iMovie layout

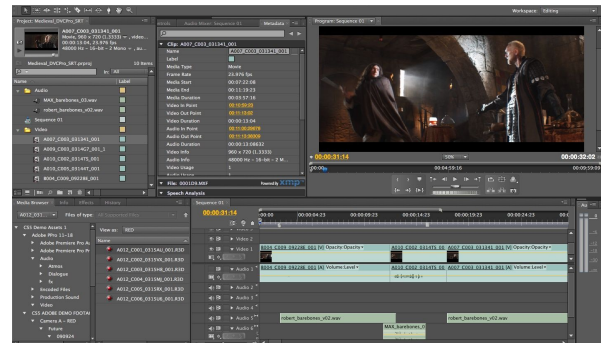


Figure 14: Adobe Premiere layout

We decided that Adobe Premiere was the best program available to edit all of our video footage. With it we could create the highest quality videos that we possibly could and it would also allow us to edit 360° VR footage if necessary. Though premiere was more complicated to learn, and we did not have access through our personal computers, we did have access to a variety of resources, including expert staff that could provide assistance, and the ability to access the program through school media centers.

4.3.3 Findings and Analysis: Our survey and Focus Group

Following the objectives outlined in the previous section, we conducted an online survey (refer to appendix A to see the full survey) to obtain the necessary data in order to improve the virtual tour experience.

Initially there was a consent form presented to each respondent, to which they responded with either “yes” or “no.” Out of sixty-three total respondents, only two did not consent to continue the survey; therefore, we were able to collect data from a total of sixty-one respondents.

⁸¹ “Never-Ending Decision: iMovie or Premiere?” (UDel, 2016).
<https://library.udel.edu/multimedia/2016/04/21/neverending-decision-imovie-or-premiere/>.

The survey then continued with a series of demographic questions regarding gender, age, and diet. Of the total respondents, 59.02% were female, and a vast majority were between the ages of 18 and 22. Most of the respondents were meat-eaters at 80.33% with only a very small percentage being vegan or vegetarian, with the majority of meat-eaters choosing that it was simply the way they were raised, and they preferred the taste.

After the interactive map was presented, the respondents were asked to answer a series of questions regarding the information present in the videos. In terms of the persuasiveness of the videos, nearly half found the graphic video to be the most compelling for veganism out of all of the videos presented; though many, most of whom were meat-eaters, responded that they had seen similar videos before, and stated that it did not change their perspective on veganism. The majority of respondents found the most persuasive videos to be those of the animals' stories or graphic footage of factory farms, and two thirds of respondents claimed to have learned something new from the information presented.

They were then presented with a series of questions about the user interface and accessibility of the interactive map, beginning with the device and browser used to access it. Most respondents accessed the interactive map using either a computer or a phone, with most using Google Chrome and some using Safari. The vast majority of respondents were able to access the interactive map and all of its contents with no trouble, and found that everything was easy to navigate and understand. Of the two layouts for multiple video organization, over half preferred Option 1 (see figure 15a and 15b). In terms of the 360-degree video, half of the total respondents enjoyed having it, with the rest finding it either distracting or unsupported by their browsers. With regards to whether or not the graphic footage should be included, respondents were somewhat split between thinking it belonged directly on the interactive map, or optional links to a third party website were a better method of presentation. Regardless, most people preferred the style of the individual animal stories, with the volunteer interviews coming in second with nearly half the amount of responses. The length of the videos was considered "perfect" by the vast majority of respondents. Additional comments were provided at the end of the survey.

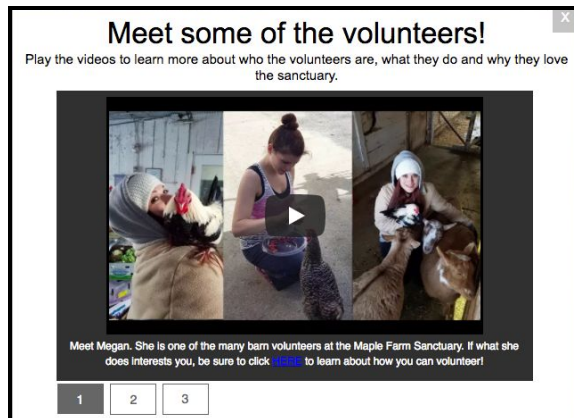


Figure 15a: Option 1 presented in the sample

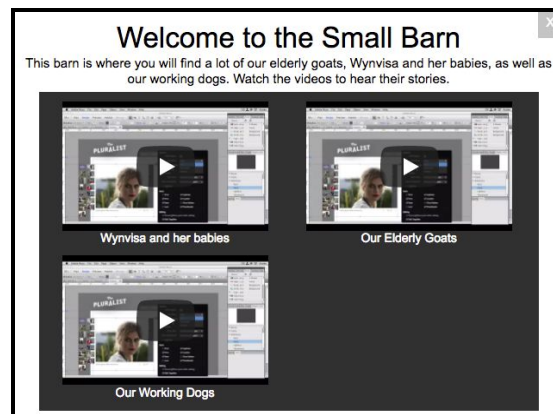


Figure 15b: Option 2 presented in the sample

Many respondents felt the pop-up windows that included the videos were difficult to use due to the inability to exit voluntarily. Many commenters stated that mousing outside of this window would automatically close the video, and found this very frustrating while trying to view the footage. Additionally, a small number of respondents (<10%) stated that they felt veganism was thrown at them, which turned them off from the other information being presented, with some feeling as though the footage was “sensationalist” and “a propaganda outlet.”

Based on the feedback from the online survey and focus groups conducted, we amended the interactive map before presenting to MFS. Upon receiving feedback on the styles of videos, we decided to remove the graphic video and include optional links to more information as well as include more videos of the individual animal stories, as these were found to be both persuasive and well received by viewers. From the design standpoint, as stated above many users were having difficulty with the pop-up windows, so we decided to include a close button in the top right corner of each window to prevent the automatic closing of the selected pop-up. The feedback on presentation of multiple videos also led us to form a third option to present to MFS (sort-by-animal) that included aspects from each sample option (both thumbnails and separate pages) as more respondents preferred thumbnails but had difficulty with the size of each video. As we were not able to access the back fields or wildlife preserve area during filming due to weather conditions, we opted for the inclusion of these areas solely using the obtained aerial footage rather than 360-degree footage despite the fact that many respondents enjoyed the interactive quality of a panoramic video.

4.3.4 Findings and Analysis: Our MFS presentation

After we presented the interactive map to MFS, we received helpful feedback. In general, MFS leadership was satisfied with how everything turned out. They felt that the information and footage we included was a true representation of their sanctuary, volunteers, and animals, though there were a few aspects of the virtual tour that MFS commented on. Their first comment was in regard to the hyperlinks we included as a “learn more” option. We had originally made it so hyperlinks were connected to a third party site; however, Jen commented that she would like them linked to various pages on the MFS site. Also related to providing more educational resources, Cheri mentioned that she might consider including some footage showcasing the true horrors of the agriculture industry. She stated that she believes, for educational purposes, it is essential to introduce people to the truths of where their food may come from. Cheri also said that the graphic footage included should be relatively tame in the sense that she doesn't want videos of animals being slaughtered, their corpses hanging, etc.

When we presented the interactive map to MFS, we also provided them with several options for various aspects of the tour. The first option we presented to them was in regard to the interactive map layout. The version we presented to MFS had each building/area labeled with numbers and the map utilized a key so the viewer knew what the buildings/areas were (Figure 16). Based on feedback from the informal focus group, we also decided to present the option of putting a label directly on the specific building/area (Figure 17). MFS leadership shared that they did not like the appearance of labels directly on the specific areas, as they believed it was too distracting and took away from the overall map design. For that reason, they wished to keep the map key option. They did mention that they wanted the map key to be linked to the various pop-up features so the viewer could either click the name in the map key, or click the specific area to learn more.



Figure 16: Map key layout option

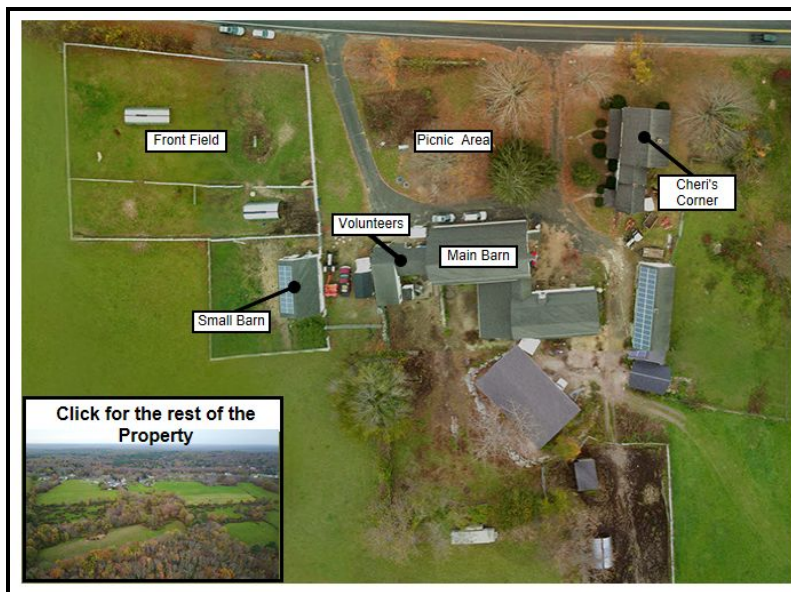


Figure 17: Label layout option

Another option we provided to MFS dealt with the inclusion of the close button on the pop-ups. Based on appearance, MFS preferred the option without the close button; however, once they heard the survey feedback on the difficulties users experienced without the close button, they changed their minds as user experience was more important than appearance. Cheri

also added that the shape/design of the close button could be adjusted to be more visually appealing (i.e. an image of a bird flying away).

The last option presented to MFS was in regard to how multiple videos were to be displayed on the pop-ups. For this, we gave three different options: presentation style, thumbnail style, and sort-by-animal. For the presentation style, each video would be given their own slide and a description underneath. To view other videos, viewers would have to navigate between numbered tabs (Figure 18). The thumbnail style would present all videos on a single page, each video would have a title, either the animal or volunteer's name (Figure 19). And finally, the sort-by-animal style would combine the previous two styles to include a "menu" bar with animal species, and within each menu option would be the related videos (Figure 20). Similarly to survey respondents, MFS liked the size of the presentation style videos, but they preferred that the viewer could see all video options on the thumbnail style. Because of this, MFS would prefer the sort-by-animal style when dealing with the organization of multiple videos so as to provide the best experience for the viewer.

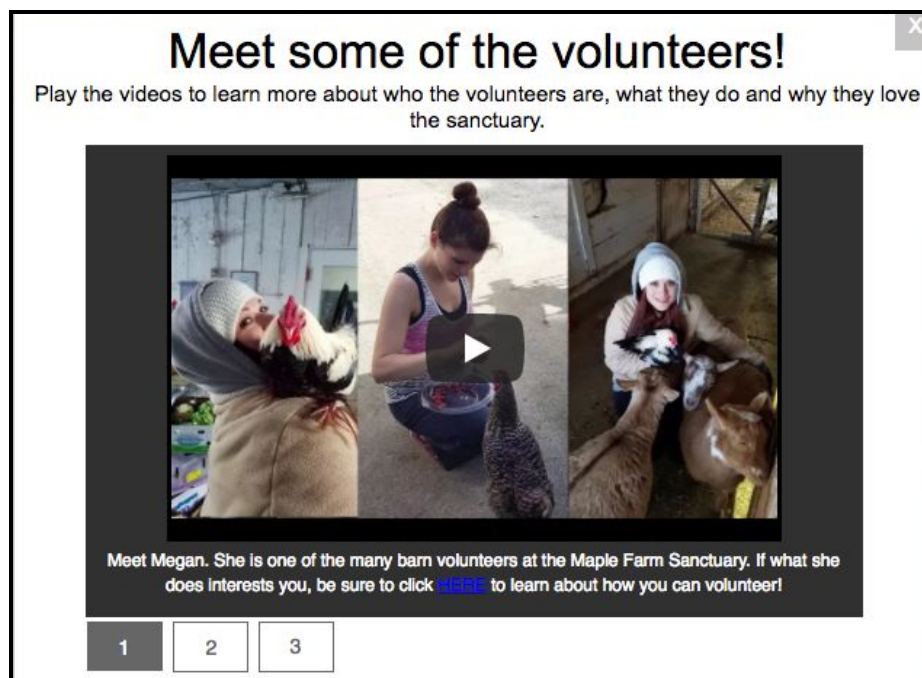


Figure 18: Presentation style video organization option

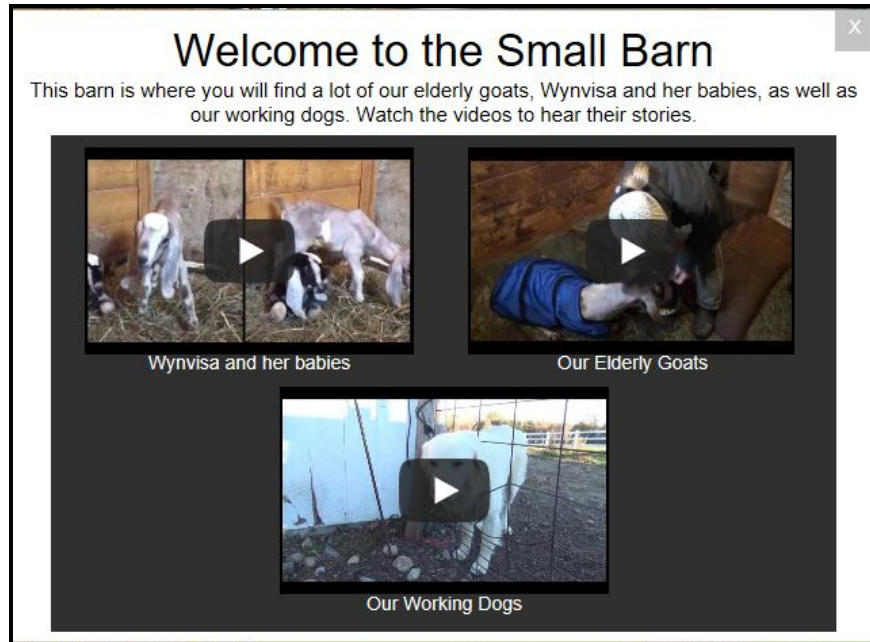


Figure 19: Thumbnail style video organization option

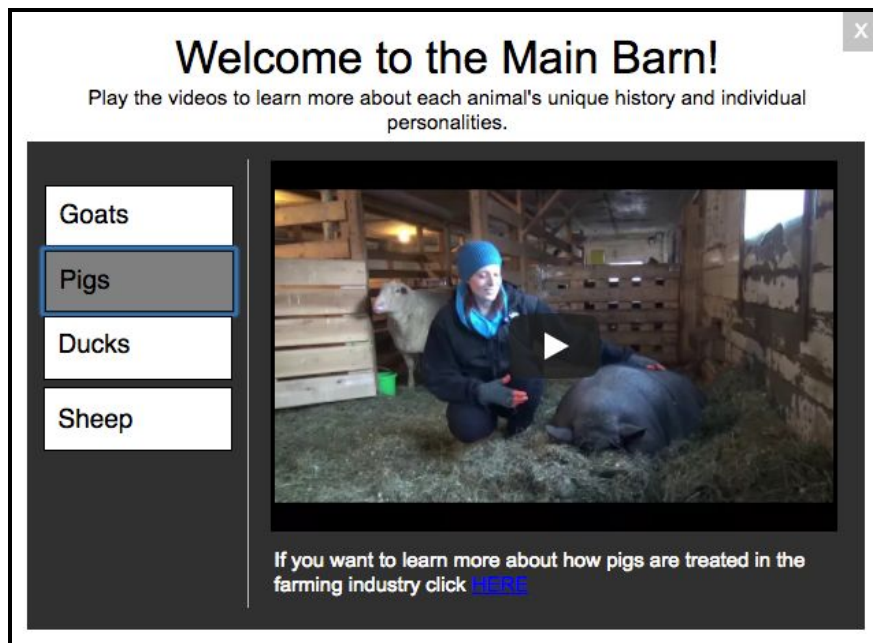


Figure 20: Sort-by-animal video organization option

From the feedback from MFS leadership, we gathered that should have all hyperlinks lead elsewhere on their website and include some graphic footage. For the most part, these requests are simple fixes; however, in order to adjust the hyperlinks, MFS would need to add

more educational pages, since they currently only have one piece on goats in the industry. Because of this, any change is dependent on how fast MFS adds resources to their website. As for the inclusion of graphic footage, we were surprised by Cheri's request as it contradicted what she had originally told us in September 2017. At that point in time, she was concerned that any inclusion of graphic footage would interfere with the messages of compassion that MFS wants to convey. She also didn't want to "taint" the MFS website with images and videos of what animals endure in the agriculture industry, however, Cheri understands that in order to properly educate the public, it may be necessary to show this kind of footage. There are a variety of ways we could introduce this footage in the virtual tour, but based on Cheri's desire to keep the footage relatively censored, our plan is to incorporate it as a supplement to audio. For example, when discussing how the industry treats dairy cows (like Gail), we could include video of a mother cow crying for her calf that has been taken from her.

Chapter 5: Conclusions & Recommendations

5.1 In Summary

As mentioned in the above sections, results from the survey, focus group, and presentation to MFS led us to the conclusion that graphic videos of factory farming and animal cruelty or links to further educational content containing these types of videos would be a valuable addition to the interactive map, and although the owners of MFS were still hesitant to add such graphic footage directly on their website, they were open to the idea of including links to additional information. In addition to these findings, results from the survey and focus group stated that presentation of multiple videos could be improved as well as better way to close the pop-up video windows. As a result, we adapted the interactive map to include these additions and presented the options to MFS staff, who agreed with the survey and focus group responses.

5.2 The Next Steps for the Interactive Map

Following the completion of our interactive map design, we began to question the future of our project. We determined that there were two key areas that MFS would have to attend to soon: the implementation of the interactive map onto the MFS website and the method for the upkeep of the interactive map.

The process for the implementation of the interactive map on the website would be dependent on how much access MFS has to the website. If MFS has control panel (cPanel) access, then all MFS has to do is create an additional page (with the same formatting) and input the Hypertext Markup Language (HTML) of the interactive map into that code. This should properly embed the interactive map onto their website; however, if MFS does not have cPanel this process will not work. Instead, the interactive map would have to be placed on an independent webpage that either mimics the existing website in format and design or not (up to the discretion of MFS) and linked to through the actual MFS website. The design would be up

to MFS, though they should be aware that if they mimic the original website, any changes made to the MFS website will also have to be made separately to the interactive map page.

MFS will have two options for the method of future upkeep of the interactive map . The first, and most likely easiest option, would be to continue using Adobe Muse. As long as MFS has possession of the original Adobe Muse file of interactive map and has access to the program, MFS can easily make changes directly to the file. Once done with changes, MFS could either update the entire website page or copy the new HTML code into their cPanel access, depending on how it was originally synced to their website. If MFS has opted not to continue using Adobe Muse, they will have to update the interactive map directly through the HTML code. This process would require someone to go through the HTML code to locate the specific youtube link, text, picture, etc. that needs to be edited. While altering pre-existing content wouldn't be difficult, the addition of any new content could more complicated; however, using the HTML code to update the interactive map is possible if someone knows how to code in HTML.

5.3 Recommendations for the Interactive Map

In the end, we created an interactive map that successfully met all of the current desires and needs of MFS; however, there is still room for improvement, both in the design of the interactive map and in the information presented. Because of this, we would like to suggest recommendations for future changes based on the feedback from our surveys, focus groups and presentations, as well as from our general background research into the various topics.

We will first suggest that MFS continues to update the interactive map with additional videos of the animals and their stories as well as footage of the back pasture and nature preserve area. In the future, we recommend that MFS considers the inclusion of graphic videos with a content warning on the interactive map based on responses from the survey and focus groups, as well as more informational content on animal cruelty in the animal agriculture industry.

5.4 Recommendations to Improve Sanctuary Outreach

While the interactive map is a great first step in improving the sanctuary's outreach, there are other potential outreach efforts we discovered during our research that we believe could further benefit MFS. First we recommend MFS consider improving its community building events.

MFS currently has multiple yearly potluck events that the local community is invited to attend; however, we believe they could do more. We believe MFS should focus on engaging the younger community (i.e children) by offering more “fun” events on the sanctuary property. Some options that we recommend they consider an easter egg hunt, a hay maze, and a summer movie night. An easter egg hunt is something that could be easily implemented during the spring season. MFS has plenty of property, and a large field away from the animals, since plastic eggs and candy wrappers pose a health hazard for them, that could provide hiding spots for the easter eggs. This event has the potential to draw large crowds for holiday fun, and once on the property, MFS can introduce attendees to the animals and their stories. In addition, because MFS grows and harvests their own hay, there is also the potential to host a hay maze during the early fall season. This would entail MFS arranging hay bales in the shape of a maze for a brief period of time prior to giving the hay to animals. This hay maze could once again draw a crowd to the sanctuary, especially if MFS were to make a “fall-themed” event out of it. During the summer MFS could host a movie night at the sanctuary, consisting of a vegan barbecue, meeting the animals, and ending with a movie under the stars. It would be a great way to bring the community together, introduce people to delicious vegan barbecue, and enjoy the outdoors.

Another area where we recommend MFS improve outreach is education. MFS can do this by opening an education center on the property. Over the course of our project, MFS leadership has already mentioned this idea several times, and there are two areas on the property that have been suggested as potential locations. All MFS needs is donations and manpower to create it. The addition of an education center would provide a much needed space for MFS to host informative presentations. This would allow MFS to invite school field trips to the sanctuary, and it would even open up the potential for MFS to have guest presenters/speakers for a mini

information series. We believe that having an education center would greatly improve the property and the visitor experience.

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Appendix A: Online Survey

Consent

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Informed Consent Agreement for Participation in a Research Study

Investigators and Contact Information:

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Title of Research Study: *Farm Sanctuaries: A study into the presentation of style and subject matter.*

Sponsor: Maple Farm Sanctuary

<https://wpi.qualtrics.com/ControlPanel/Ajax.php?action=GetSurveyPrintPreview>

Page 1 of 10

Introduction: You are being asked to participate in a research study. Before you agree, however, you must be fully informed about the purpose of the study, the procedures to be followed, and any benefits, risks or discomfort that you may experience as a result of your participation. This form presents information about the study so that you may make a fully informed decision regarding your participation.

Purpose of the study: The purpose of this study is to understand how to best present a farm sanctuary to the general public without removing or dulling the message of compassion towards nonhuman animals.

Procedures to be followed: The participants will be introduced to an interactive map and asked to use the software to watch several videos on the presented topics. They will be asked a series of questions both before and after using the software.

Risks to study participants: It is expected that no harm will come to those participating; however, there is a potential adverse emotional effect as the images and videos presented contain graphic content of animal cruelty and abuse.

Benefits to research participants and others: There is little benefit to the participants directly, though there are still potential benefits to the general public and the sponsor's following. Through this study the investigators will be able to gain an understanding of how best to present the topic of farm sanctuaries in a way that will be received well by the public.

Record keeping and confidentiality: Records of your participation in this study will be held confidential so far as permitted by law. This study is anonymous. Names and other identifying information will not be published or recorded.

Compensation or treatment in the event of injury: It is highly unlikely that any physical injury will occur as a result of this study. You may withdraw from this study at any point. You do not give up any of your legal rights by signing this statement

For more information about this research or about the rights of research participants, or in case of research-related injury, contact:

Professor Kent Rissmiller

IRB Chair

Tel. 508-831-5019

Email: kjr@wpi.edu

Jon Bartelson

University Compliance Officer

Tel. 508-831-5725

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Your participation in this research is voluntary. Your refusal to participate will not result in any penalty to you or any loss of benefits to which you may otherwise be entitled. You may decide to stop participating in the research at any time without penalty or loss of other benefits. The project investigators retain the right to cancel or postpone the experimental procedures at any time they see fit.

Q1.

I have read, understood the above consent form and desire of my own free will to participate in this study. By clicking yes, you are acknowledging that you have been informed about and are consenting to be a participant in the study described above. Make sure that your questions are answered to your satisfaction before submitting. You are entitled to retain a copy of this consent agreement.

☐ Yes

☐ No

Block 4

. Please answer the following five questions before continuing to the presentation.

Default Question Block

Q2. What is your gender?

- ☐ Male
- ☐ Female
-

Q3. What is your age?

- ☐ <18
- ☐ 18-22
- ☐ 23-30
- ☐ 30+
-

Q5. What type of diet do you follow when it comes to animal products?

- ☐ Meat-eater
- ☐ Vegetarian
- ☐ Vegan
- ☐ Other-Please specify
-

Q6. Based on your response to the previous question, why? (Check all that apply)

- ☐ Compassion or ethical concern for nonhuman animals
- ☐ Environmental concerns
- ☐ Health reasons
- ☐ Religious reasons
- ☐ I was raised that way
- ☐ I prefer the taste
- ☐ Other-Please specify
-

Block 3

. Please explore the interactive map by clicking [HERE](#) and then continue on to the questions.

We are only testing the interactive map feature of the website, therefore the rest of the site is not functional. Please focus your attention on the interactive map aspect.

Block 5

. Please answer the following questions on the information that was presented to you.

Block 8

Q7. Of the presented videos, which do you feel was more compelling for veganism?

- ☐ The graphic video was more compelling
- ☐ The videos without graphic images were more compelling
- ☐ All videos were equally compelling
- ☐ I did not find any video to be compelling

Q8. If you presently eat meat, which of the following best captures your feelings about viewing the graphic video:

- ☐ The graphic video makes me somewhat more likely to consider veganism
- ☐ The graphic video makes me much more likely to consider veganism
- ☐ The graphic video did not make me any more likely to consider veganism
- ☐ I have seen this video (or similar) before, so the images presented did not change my perspective
- ☐ The graphic video is not disturbing to me
- ☐ I choose to not watch the graphic video

Q9. Did you learn something new or important from the presented information?

- ☐ Yes
☐ No

Q10. Rate the elements of the interactive map from most to least persuasive in terms of their effectiveness in changing your perspective of animal rights or farm sanctuaries.

| | not at all persuasive | slightly persuasive | very persuasive |
|----------------------------------|-----------------------|-----------------------|-----------------------|
| Volunteer interviews | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Animals and their stories | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Graphic footage of factory farms | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Block 6

. Please answer the following questions on the design and accessibility of the interactive map.

Block 2

Q11. What device did you use to access the interactive map?

- ☐ Phone
☐ Computer
☐ Tablet
☐ Other? Please specify

Q12. What web browser did you use?

- ☐ Google Chrome
☐ Internet Explorer

- ☐ Safari
- ☐ FireFox
- ☐ Other? Please specify
-

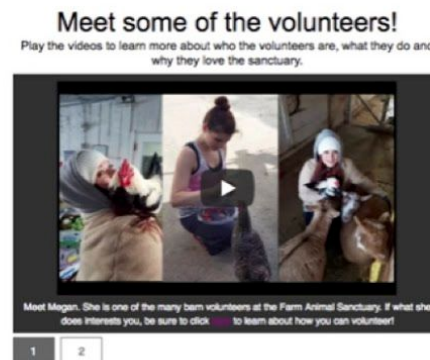
Q13. Were you able to successfully access the map and its contents?

- ☐ Yes. The interactive map loaded, the formatting appeared correct and all of the videos played
- ☐ Kind of. The interactive map loaded, but some of or all of the content and formatting did not appear to work
- ☐ No. Nothing loaded at all
- ☐ Other? Please specify
-

Q14. Could you easily navigate the interactive map?

- ☐ Yes, everything was clearly labeled and the directions were easy to understand
- ☐ No, I had no idea where to find information or how to explore the map
- ☐ Other. Please explain
-

Q15.

**Option 1****Option 2**

Which layout for the organization of multiple videos did you prefer?

- ☐ Option 1
☐ Option 2
☐ Indifferent
☐ Other? Please explain.

Q16. Respond with the answer that best represents your experience with the Interactive 360° Video.

- ☐ I liked having an interactive 360° video and it didn't distract me from the information being presented
☐ I liked having an interactive 360° video, but it distracted me from the information being presented
☐ I did NOT like having an interactive 360° video
☐ Other? - Please explain

Q17. Respond with the answer that best represents your opinion on the inclusion of the graphic footage

- ☐ The graphic footage/info should be included directly on this map/website
 - ☐ There should be optional links to access graphic footage/info on a third party website
 - ☐ Neither the graphic footage/info nor the links should be included on this map/website
 - ☐ Other? - Please specify
-

Q18. Overall, which style of video did you prefer?

- ☐ The Volunteer Interviews
 - ☐ The Individual Animal Stories
 - ☐ The Aerial Footage
 - ☐ The 360° Interactive Videos
 - ☐ The Graphic Footage
-

Q19. The general length of the videos were...?

- ☐ Too long
 - ☐ Too short
 - ☐ Perfect
 - ☐ Other? -Please explain
-

Q20. Respond with the answers that best represent your overall experience with the interactive map. Select all that apply.

- ☐ The site was easy to use
 - ☐ There were too many options presented to me
 - ☐ I wish there had been more interactive content
 - ☐ I wish there was more information presented
-

Block 8

Q15. Please provide any additional questions/comments/concerns.

Q38. Please enter your email address for a chance to win a \$10 Dunkin' Donuts gift card!

Powered by Qualtrics

Appendix B: Moral Theory and Farming Practices

In order to challenge what has become considered “normal” farming practices, some moral philosophers have given their views on the topic of animal rights. One of these moral philosophers is Peter Singer. Singer, who is a well-known utilitarian theorist, has written several books that detail his extensive argument for animal rights. One of his most famous books, *Animal Liberation*, focuses on two main utilitarian principles; equality and utility. Initially we will consider these principles of equality and utility; after which we will look into objections to this moral theory, while defending Singer’s position that the killing of nonhuman animals for human consumption is wrong and ultimately unnecessary.

We will first focus on the principle of equality. In *Animal Liberation*, Singer argues that the principle of equality is based on the idea of equal moral consideration, not equal treatment. This means that the interests of one individual should be given the same moral consideration of the like interests of another individual.⁸² However, the term “individual” has raised the question of who exactly should be included in the group of individuals whose interests are to be considered. And more specifically, does this group of individuals include all non-human animals or not? Singer describes this dilemma as a problem rooted in speciesism. Speciesism is closely related to racism and sexism in the sense that it describes a situation where an individual has an inflated sense of superiority leading to discrimination or exploitation. In this specific case, speciesism refers to human beings valuing the interests of non-human animals as less than their own because they are not a member of the same species, and are therefore viewed as inferior. It is because of these judgments that Singer believes equal moral consideration should not depend on the factual differences (reason, race, sex, moral capacity, physical attributes, etc.) between individuals or members of different species. Instead Singer argues that equal moral consideration should be based on an individual’s ability to experience pain and suffering (i.e. an individual who is sentient). This makes sense because sentience is what allows individuals to have interests in the first place. Based on all of this, Singer concludes that non-human animals should not be

⁸²Peter Singer, *Animal Liberation*, (HarperCollins Publishers, 2002).

subjected to the many exploitative practices and industries, like factory farms, because this would violate their interests to not endure pain and suffering.

Next we will focus on the second utilitarian principle – utility. In *Animal Liberation*, Singer details the core belief of utilitarian theory which is the belief that an individual's actions should bring “the largest possible balance of pleasure over pain or the greatest happiness of the greatest number⁸³” of persons affected by the action. This basically says that the consequences of an act are what make the act either right or wrong.⁸⁴ When this principle comes to animal rights, Singer argues that adopting veganism creates the best case scenario for everyone. For example, switching to a plant based diet has no real negative effect on human beings, in fact it has even been proven to positively affect humans with the reduction of air and waterborne pollutants, certain diseases, as well as conserving energy resources, while also preventing the death of many innocent animals. It's a win-win situation for everyone.

There are always people who try to find any possible fault in an argument and the utilitarian theory, and Singer's individual take on it, are no exceptions. Robert L. Holmes discusses a problem with utilitarianism in his book, *Basic Moral Philosophy*. The problem that he believes needs to be addressed is, “how [can we] realistically be expected to predict the (actual as opposed to intended) consequences of our acts for all the people who may be affected by them?”⁸⁵ In general, utilitarians weigh their actions based on previous experience in order to find the best possible outcome, or the greatest good for the greatest number. In terms of animal ethics, this would include weighing the known negatives and positives of factory farming prior to choosing the action that results in the “greatest good.” For this example, the choice that would result in the greatest good would be to abolish factory farming. This decision is based on the knowledge that the removal of factory farms would reduce animal waste consolidation in these areas and decrease the consumption of artificial growth hormones and unnecessary antibiotics, and therefore reduce human health risks. In addition, the animals would not be slaughtered and consumed regularly. This does not take into account Arthur Holmes' argument that the defining “good” action should also be weighed by the motives and moral values of the person committing

⁸³Singer, 9.

⁸⁴ Robert L. Holmes, *Basic Moral Philosophy*, (Wadsworth, 2007): 155.

⁸⁵Holmes, 159.

the act. His argument would say that it is not enough to simply weigh the consequences and conclude that the greatest good would be that which causes the most benefit (i.e. ending factory farming for the reasons stated above), one must make this decision based on his or her inherent moral values as well, stating that “we simply *ought* to treat people as ends in themselves and not just as means.”⁸⁶ Holmes also contrasts Singer by claiming he reduces humans (and nonhumans) to a “materialistic view,” with their value solely based on their experiences and the satisfaction of those experiences. From Holmes’ perspective, the outcome of the moral decision would still be the same; however, his reasoning would be not only be based on the “greatest good for the greatest number,” but also on the inherent justice and morality of the situation (i.e. his moral duty).

Another objection to the utilitarian stance and how it relates to the topic of animal rights comes to light in the scenario of the humane raising of animals, but with a painless slaughter. By the utilitarian theory, there is no fault in this scenario because the animal in question has lived a good and happy life, and when it came time for the animal’s life to end, it was slaughtered in a painless manner. In the sense of doing the greatest good for the greatest number, this appears to be met as the animals theoretically lived happy, healthy lives and died with as little pain as possible, while humans were satisfied with their ability to use animal products without guilt. While there may appear to be no issues here, Singer points out that this ignores the idea of a basic moral wrongdoing when it comes to ending a life, or thousands of lives in this case, that has the same capacity for suffering as humans, and as such should receive the same moral consideration of continuing that life. However, it is important to note here that while Singer disagrees with the killing of animals in the agriculture industry due to the concept of equal moral consideration, he does not inherently disagree with the medical experimentation on animals as he believes that since nonhuman animals do not have as strong memories as humans, they cannot experience the same feelings of dread from knowing what is going to happen, and therefore do not experience the same amount of suffering. Though it is important to note here that Singer does not condone most forms of animal experimentation today, his argument does not disregard the possibility of future experimentation, focusing on giving consideration based on the capacity to

⁸⁶ Arthur Holmes, *Approaching Moral Decisions*. (InterVarsity Press, 1984): 48-50.

suffer regardless of the species, and as humans are known to utilize both semantic and episodic memory, they have a greater capacity to suffer because they can anticipate suffering based on previous experiences. Memory systems in other species are not nearly as understood; and therefore considered lesser to those of humans with the belief that nonhuman animals do not have the capacity to anticipate future suffering based on past experience, and thus are considered “saved” from this suffering and deserving of less consideration in certain situations.⁸⁷

Additional opponents to Singer and the utilitarian theory are Sue Donaldson and Will Kymlicka, both of whom are fellow influential moral theorists and share a deontological perspective. Their main objection to utilitarianism stems from its core belief: that the morality of an action is determined by its effectiveness of creating the greatest good (maximizing happiness) for the greatest number. Donaldson and Kymlicka express concern in the absence of “inviolable rights” in the utilitarian theory.⁸⁸ Without inviolable rights (i.e. the right to life, the right to health, the right to dignity) no one person/individual is truly guaranteed anything. Thus when it comes a situation, for example when sacrificing/killing one individual could potentially save/help/please ten other individuals, a utilitarian would inevitably make the decision to strip that single individual of their life. While Donaldson and Kymlicka see this decision as simply a violation to an individual's interests and essential rights, utilitarians see it as something much more. They were looking for the action that would create the greatest good. If this action allowed both the single individual AND the ten other individuals to survive and thrive and be happy, that would have been the option they had chosen. However, if there was no perfect option, a utilitarian would have to make a choice: save one or save ten. Inevitably, the ten individuals would have the greatest impact so any choices made would be in favor of their survival.

Donaldson and Kymlicka also have objections to Singer’s individual utilitarian perspective because they believe his arguments for animal rights are often contradictory. This is mostly demonstrated in Singer’s call for equal moral consideration of all individuals who carry similar interests. This idea of equal moral consideration aims to eliminate a difference in moral

⁸⁷ Victoria Templer and Robert Hampton, “Episodic Memory in Nonhuman Animals.” (Curr Biol, 2013):801-6.

⁸⁸ Donaldson, Sue, and Will Kymlicka, “*Zoopolis: a political theory of animal rights*.” (Oxford University Press, 2011): 20.

significance due to an individual's species. However, Singer has also suggested that some animals do not have a continued interest in life, and that certain individual (like human) “lives have greater intrinsic value than [others] because they are more psychologically complex.”⁸⁹ This would inevitably create a hierarchy of an individual’s moral value based on both sentience and intelligence (i.e. primates > other mammals, vertebrates > invertebrates), which some believe works against the fight for animal rights. However, Singer stands by his original point; that both human and nonhuman animals should be given equal moral consideration based on their **individual** capacity to experience. So yes, this moral consideration will vary between individuals and inevitably between species; however, the idea that an individual’s interest is important still stands. Thus, Singer is not ignoring animal rights.

In addition to the many objections of the general utilitarian theory and Singer’s individual utilitarian theory, there are also a variety of almost trivial arguments that often appear on debate pages or in the comments sections of animal rights articles, videos, etc. For starters, when it comes to the discussion on how animals should be treated, those who are just being introduced to the animal rights movement often assume that proponents for animal rights (like Singer) are fighting for equal rights. They are quick to argue that this should not happen. Why? Because they often believe some of the most common rights that humans possess would be unreasonable to apply to animals. Take the right to vote⁹⁰ and the right to free speech as examples. These basic rights require the individual to be capable of reason and/or communication (verbal and written), both of which, animals are often considered incapable of. So if you wouldn’t see animals on election day, voting for candidates based on their own political views, and you wouldn’t see animals exercising free speech at rallies or protests, why would humans give them these rights in the first place? And if we can’t give all rights to animals, then how can we justify this as equal rights? Singer disagrees with this argument and, as mentioned previously, argues that all animals should be granted equal moral consideration, not identical rights. For example, it is wrong to take a newborn baby away from its mother because that mother would feel incredible sadness and

⁸⁹ Donaldson, Sue, and Will Kymlicka, 265.

⁹⁰ Singer, 9.

suffer from the loss of her child. That is because animals would endure the same emotions, so therefore it should also be wrong to take a newborn calf away from a mother cow.

In response to the previous counter argument, the question of whether or not animals are even capable of pain and suffering can arise.⁹¹ And, if they are, how would humans be able to recognize it. These questions all stem from most animal's inability to verbally communicate with humans (though a select few animals, like the gorillas Kanzi and Koko, have been taught to communicate with picture cards or sign language.)⁹² Without verbal communication, many can argue that there is no clear way for us to know if and when animals endure pain and suffering or to what extent, thus creating flaws in Singer's push for equal moral consideration. This is refuted by Singer's suggestion that neither verbal nor written confirmation is required to determine if an individual is enduring pain or suffering. He begins his case by introducing the idea that verbal and written forms of communication aren't always truthful or the most effective, and just because someone is capable of these forms of communication and says, "I'm in pain" it doesn't actually mean that they are. In the end, words are just words, and an individual can very easily tell a lie. Hence why Singer offers behavioral signs as a better option for evaluating an individual's mental and physical well-being.⁹³ For example, if you accidentally step on your pet, they don't just sit there completely unfazed like nothing happened. Rather they may yelp, jump up, or become aggressive. All of these actions signify that they felt physical pain or threatened. Aside from being able to recognize just physical pain, animal behavior can also alert us to the mental pain and suffering of those individuals. Take a mother cow in the dairy farming industry as an example. In order to continuously produce milk, the female cow must continue to give birth. Unfortunately, this calf is an unnecessary by-product of the industry and it is typically separated from the mother within hours of birth. This results in the mother cow desperately crying out for her baby for countless hours, or even days.⁹⁴ In addition, it has also been observed that certain animal species mourn the death of another. For example, whales often cling on to their deceased

⁹¹Yas Necati, "The Tories Have Voted That Animals Can't Feel Pain as Part of the EU Bill." (Independent Voices, 2017). <https://www.independent.co.uk/voices/brexit-government-vote-animal-sentience-cant-feel-pain-eu-withdrawal-bill-anti-science-tory-mps-a8065161.html>.

⁹²Kluger, Jeffrey. "Inside the Minds of Animals." (Time, 2010). <http://content.time.com/time/magazine/article/0,9171,2008867,00.html>.

⁹³Singer, 9.

⁹⁴ "A Mother's Cry for her Baby," (Youtube, 2014) <https://www.youtube.com/watch?v=zBnZPJ2QG4>.

friends and elephants frequently return to the location of their dead companion.⁹⁵ Both of these actions showcase animals expressing pain and stress. Once again these creatures should be given equal consideration based on their capacity to suffer as demonstrated through various ways of nonverbal communication.

In addition to arguments that try to justify the inhumane treatment of many animals, people also present arguments that attempt to justify the consumption of animals. Often, their stance includes the argument that humans are an omnivorous species. This means that humans possess digestive systems and teeth that are capable of eating both plants and animals, and if humans have the capability to eat animal products, then humans should because that is the way they were made; presented simply as “because we can eat meat, then we should eat meat.” Furthermore, people argue that animal products contain a variety of nutrients that the human body needs in order to properly function, and often times, these nutrients are found mainly in animal meats (i.e. creatine, DHA, dietary cholesterol, etc.), which some believe means it is necessary to continue animal product consumption.

For starters, the argument that humans can only get certain nutrients from animal products is false. Yes, these nutrients are most commonly found in these products, but they can often be found in plant-based foods or dietary supplements as well. As for the argument that humans possess “meat-compatible” teeth and digestive systems, a utilitarian theorist (and most moral theorists in general) would state that this just gives humans a choice. Either the choice to eat a solely plant based diet or the choice to eat various animal products. In this case, the a utilitarian theorist would argue that the individual should choose to eat a plant based diet. The reasoning goes back to the utilitarian theory that moral action should create the greatest good for the greatest number. In this instance, abstaining from animal products wouldn’t harm humans and it would save the lives of many animals. A win-win situation for both parties involved.

In conclusion, the killing of animals for the purpose of human consumption is unnecessary and should be avoided. Nonhuman animals should be given the equal moral consideration and respect of continuing life just as humans are due to their shared capacity for

⁹⁵ Barbara J. King, *How Animals Grieve*, (The University of Chicago Press, 2013): 53-55, 106-110.

suffering. In terms of the owners and leadership at Maple Farm Sanctuary, they believe that the killing and mistreatment of animals for any purpose is unethical and inhumane and for that reason, they treat all nonhuman animals with the same love, compassion, and respect that they would their human companions.

Appendix C: MFS Interview Questions and Answers

Questions:

Question 1: What is your opinion on graphic footage of factory farming and animal cruelty?

1a: Would you be against including footage directly on the virtual tour?

1b: Would you be against including links to further information on factory farming?

Question 2: Which areas of the sanctuary would you like highlighted in the virtual tour?

Question 4: Which animals would you like highlighted in the virtual tour?

Question 5: What kind of information do you think should be included in the virtual tour?

Question 6: What is/are your goal(s) from this virtual tour?

Question 7: How do you want MFS to be presented through this virtual tour?

Question 8: What do you want viewers to get out of this online experience?

Question 9: What are your current outreach programs?

Answers:

Q1: What is your opinion on graphic footage of factory farming and animal cruelty?

- It is very persuasive in terms of the human treatment of animals
- It is also gruesome and terrible to watch

1a: Would you be against including footage directly on the virtual tour?

- Yes
- Would like to keep MFS associated with kind messages of love and compassion toward animals
- Prefers to educate with the stories of the animals rather than horrors of factory farming

1b: Would you be against including links to further information on factory farming?

- Believes this cruelty is important information to relay
- As long as the information is presented in a “Cheri approved” way
- All in all, not necessarily against this

Q2: Which areas of the sanctuary would you like highlighted in the virtual tour?

- Front pasture
- Small goat barn
- Front yard
- Big goat barn
- Back pasture/nature preserve

Q4: Which animals would you like highlighted in the virtual tour?

- Boo Boo
- Baby goats and Wynvisa
- Elderly goats/special care
- Gwen
- Bantams
- Ducks

- Heritage
- Geese
- Other Goats (there are a lot)

Q5: What kind of information do you think should be included in the virtual tour?

- What volunteers do and why at MFS
- What Jim and Cheri do for the animals
- What MFS needs and how can people help

Q6: What is/are your goal(s) from this virtual tour?

- Showcasing MFS and the animals
- Reaching more people, spreading their mission, and receiving more necessary donations
- “Extending” the tour season to year round through an online experience

Q7: How do you want MFS to be presented through this virtual tour?

- As a loving home for animals who would otherwise be abused/killed
- Through **messages of compassion**

Q8: What do you want viewers to get out of this online experience?

- A feel of the sanctuary
- Compassion and respect for nonhuman animals
- A greater understanding of the Sanctuary Movement

Q9: What are your current outreach programs?

- Facebook/instagram/MFS website
- Vegan potlucks
- Tours (April-November)

Appendix D: Pros and Cons of Virtual Tour Options

Organizational Plan:

| Video Walk-Around Tour | 360° Virtual Reality (VR) Tour | 3D Panoramic Tour | Interactive Map Tour |
|-------------------------------|---------------------------------------|--------------------------|-----------------------------|
| Example(s): | Example(s): | Example(s): | Example(s): |
| Pro(s): | Pro(s): | Pro(s): | Pro(s): |
| Con(s): | Con(s): | Con(s): | Con(s): |

Organizational Plan filled in with Findings:

| Video Walk-Around Tour | 360° Virtual Reality (VR) Tour | 3D Panoramic Tour | Interactive Map Tour |
|---|---|---|--|
| Example(s): | Example(s): https://tinyurl.com/ya5h3dyu | Example(s): https://tinyurl.com/ya9fh5qt | Example(s): https://tinyurl.com/y6wrp7zs |
| Pro(s): ++Can stitch different shots together ++We can highlight certain aspects of the area that we want to | Pro(s): ++Allows viewer to move around a frame and have some freedom of what they want to see ++Viewers are still limited to what is shown in the panoramic shot | Pro(s): ++Viewer has complete freedom to “move” about the farm as they choose ++Gives the viewer more of a “street view” to make the experience more personal than a map | Pro(s): ++Viewer can choose what they are interested in learning more about ++The individual videos wouldn’t be so long that the viewer stops paying attention ++Can “stitch” video to tailor it to fit exactly the points we want to hit ++Lends the ability to utilize various different videos because there are multiple videos ++From an editing standpoint, it’s pretty simple to replace a single, short video rather than super long one |
| Con(s): ++Would only be comprised of stills, no video footage (unless links are embedded) | Con(s): ++Might still be too long for viewer’s attention spans ++Camera really stays in one position. Can’t move around the area to focus on one thing closely ++With free reign, viewers might pass over what WE and the SANCTUARY deem important ++One shot and done type of thing. No screw ups because you can’t stitch videos | Con(s): ++Would only be comprised of stills, no video footage (unless links are embedded) | Con(s): ++Doesn’t provide the flow/walkthrough feel. You can only show them a bird’s eye view/floor plan for them to click different areas on. |

Appendix E: Filming Plan

Meet the Volunteers (Also include Cheri and Jim?- they can do their clip together)

- Name
- How long have you been volunteering?
- Why you started volunteering?
- What do you actually do on the sanctuary?
- What you love most to do and love most about MFS?
- Why do you keep coming back?
- 1 min 30 seconds or less (**Cheri and Jim can have longer**)

| Volunteer Name | Volunteers as... |
|----------------|------------------|
| Sarah | Tour guide |
| Elizabeth | Tour guide |
| Megan | Barn Volunteer |

Baby goats and mama

- Wynvisa's story (before coming to Sanctuary)
- Cheri's special care during pregnancy
- The babies (if cheri wants, can mention the baby that passed away (how/why) and how MFS gave the baby the best life they could)
- Struggles mama has with knowing how to care for the babies (nursing difficulties, etc.)

Elderly goats

- The special care they require (**video of this**)
- What type of medicine/treatment do they get?
- They may be old, but they are still full of life and love

The dogs

- Cheri doesn't condone breeding by any means - all about adoption
- These dogs are specially bred for protecting farm animals
- The dogs truly love all the animals and live everyday with them (**video of this**)

Boo Boo

- His story and how he made it to the sanctuary
- Why is Boo Boo the only cow up in the front?
- Talk about him and his ball! (**video of this**)

Heritage

- His story
- Why is he isolated from most of the other llamas
- Explain berserk llama syndrome

Cow Pasture (rest of the cows)

- Talk more in general about their stories
- They have 125 acres they can wander around (**video of this**)
- Where they get food and sleep
- They LOVE cheri - when she visits the back fields they come up to her (**video of this**)
- Cheri carries a stick, not because they are aggressive but they are big animals and some have horns. If they want to go somewhere....they will

Unofficial wildlife preserve

- This will be the VR section so all of the audio will be voiceover
- Mention what lives here - animals and plants
- Why Cheri and Jim preserve the land?

Gwen

- Her story
- Loves people and to be pet (**video of this**)
- She follows the tours sometime (**video of this**)
- Maybe the volunteer that loves Gwen could do this one?

The geese

- Their stories on how they ended up at the sanctuary (too noisy)
- Highlight specific geese (romeo and 495 gaggle)
- What MFS does for them (ie. food and little pools)
- Romeo loves females (ladies man) (**video of this**)
- They sense fear (@Jen)

The chickens

- General overview of environments chickens live in
 - Dust baths?
- What MFS does for all the chickens especially
- Highlight some specific chickens
 - Oscar (have him being held...pictures of him on people's heads)
 - Lovey
- Go into their specific stories

The ducks

- Their stories aren't online...so really talk about that

Other goats

- Highlight some of the goats and why they came to MFS
 - Chivo
 - Pumpkin
 - Akbar

The pigs

- Explain Jonathan's story
- Mention the potbellies
 - How one of them likes belly rubs
 - How people get them thinking they will stay small, but when they don't they, don't want them anymore and simply get rid of them

The sheep

- There's only one so talk about that, his story, shearing...etc.

The other llamas

- Their stories (most of them saved from slaughter)
- Where they hang out on the farm
- Friendly?

Potential Location of the visitor/education center?

- Could explain what you hope to happen here?
- How it would expand on the MFS mission
- Link for viewers to donate directly to making this happen?

*****Is this something Cheri would like????**